

Week 310 Member Services Report

January 21, 2017



Catching a Rock Harbor Sunset

[By kamalyn](#)

Summary of the Past Week

- We were able to fill all services this week
- The percentage of future services filled is low, but getting better.
- We performed 56 services last week out of 65 requests.
 - 9 requests were cancelled.
 - 6 were cancelled after volunteers were found
 - We were able to fill all service requests
- We placed 30 phone calls and filled 9 services by phone.
 - 76% of services were filled online
 - 15% of services were filled by phone
 - 03% of services were filled by email and
 - 06% of services were filled by private arrangement
 - We have a new analysis of [growth and renewal rates](#).
- To view reports for previous weeks click [here](#).

Numbers for the Week

- This week things were normal.
 - Last Week: 55 volunteers performed 56 services for 41 households and covered 10 office shifts. In total, with 6 filled cancellations we filled 72 assignments. In addition, 3 more requests were cancelled before volunteers were found.
 - Last Month: 100 volunteers performed 185 services for 64 households. We also covered 35 office shifts.
 - Last Year: 230 volunteers performed 2766 services for 218 households.
- We have 334 members and 292 volunteers. .
 - One year ago we had 304 members
 - We added 108 members during the year
 - but lost 78 members
 - for a net increase of 29 in the last year.
- The number of volunteers in the database is climbing.
 - The median age of our volunteers is 69
 - The median age of our members is 85
 - 2 new members were added, and our waiting list has 9 people.
 - The people are on the waiting list have waited at most 4 weeks before being offered membership. Potential members have been asking to wait until after the holidays for their intake interview.

Looking Forward

- The percentage of future services filled is not as high as last week.
- We have 297 future service requests
 - 12 booked but cancelled.
 - 17 need filling next week,
 - 107 need filling over the next 4 weeks
- 42% of services for the next four weeks have volunteers
- To view reports for previous weeks click [here](#).

Questions

What and how many services are we providing?

How many households use services?

What is our Cancellation Rate?

Why Members Quit

How many volunteers do we have and how frequently do they volunteer?

How many future services will we have?

What are the differences between single and household memberships?

How old are our members and does their age affect the services they need?

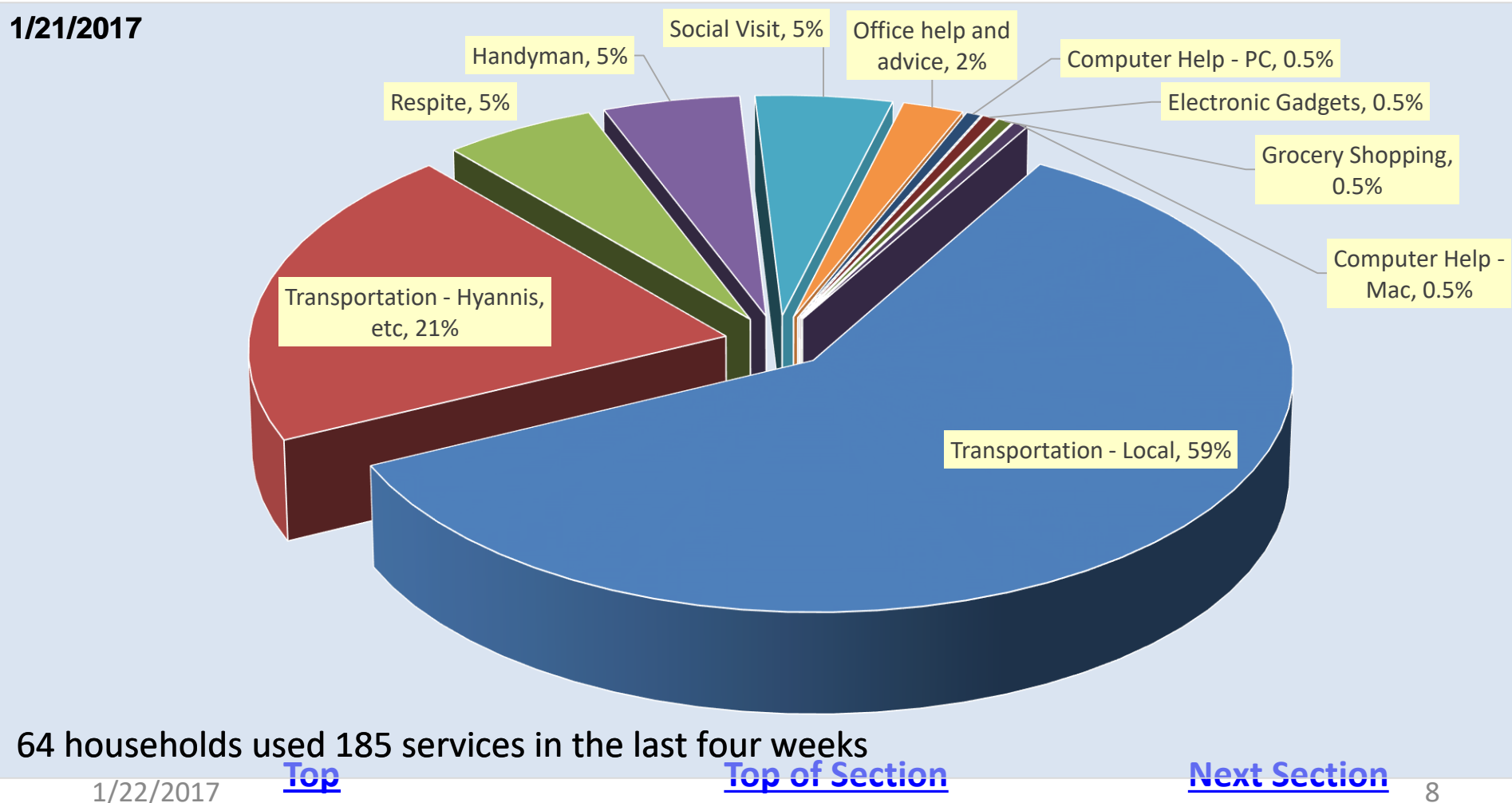
What are the differences between the towns in our service area?

WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

Who is Using What Services?

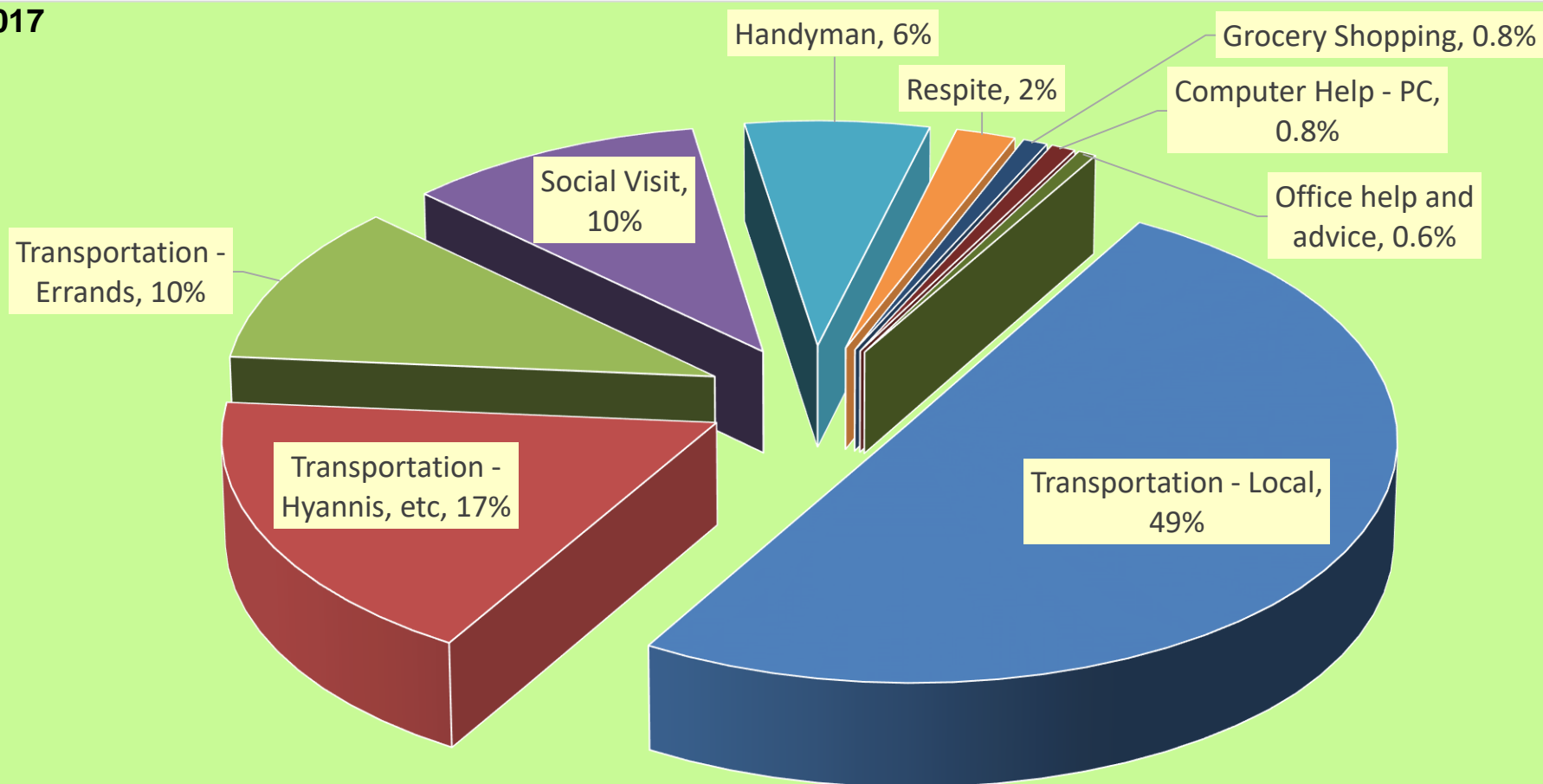
- Overall, transportation (including errands) remains the major need (**76%**).
- 64 households(23%) received 185 services in the last four weeks .
- The annual rate of services is **10** per year per household.
- The 10% most needy members used over **65%** of services.

Services in the Last 4 Weeks



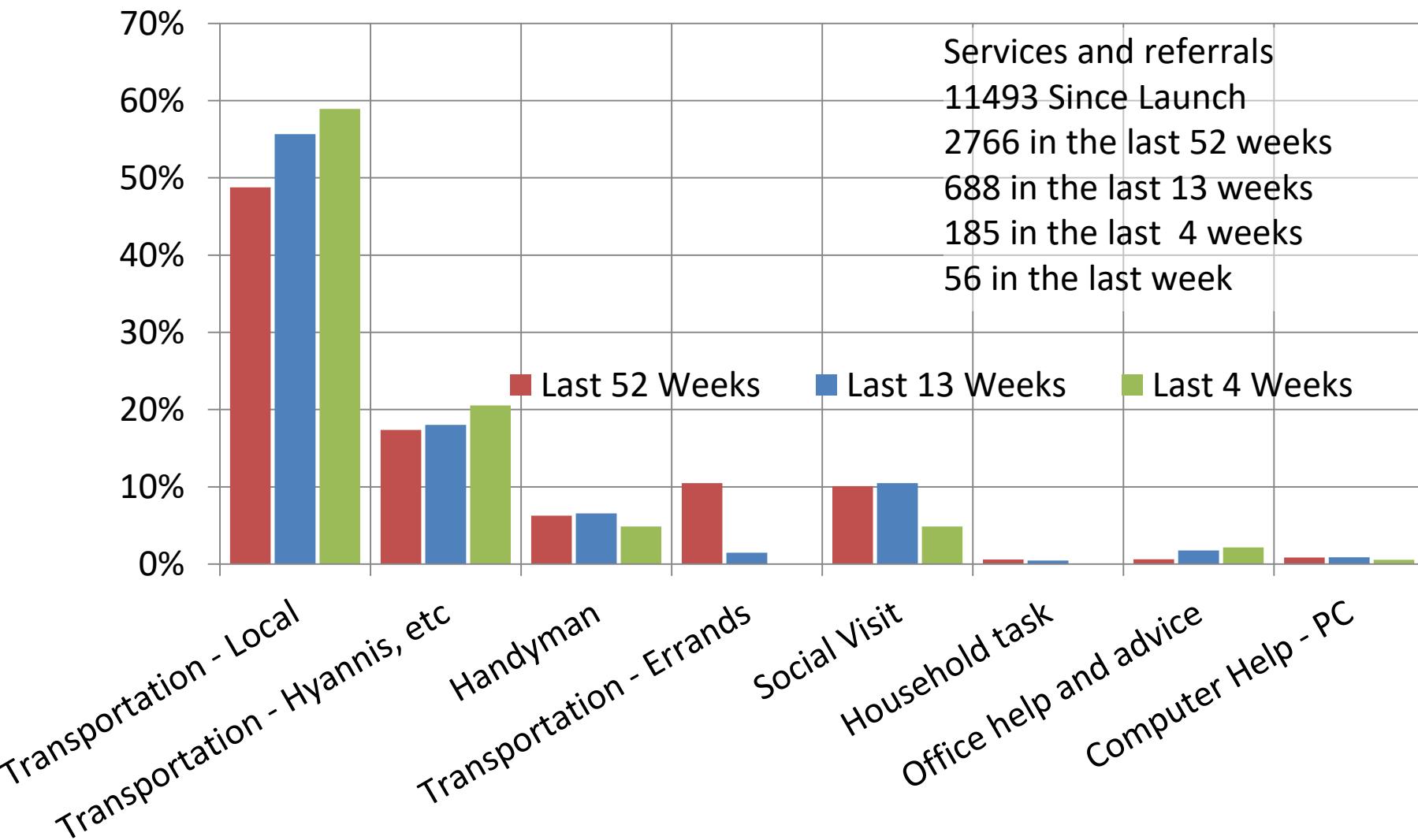
Services in the Last 52 Weeks

1/21/2017



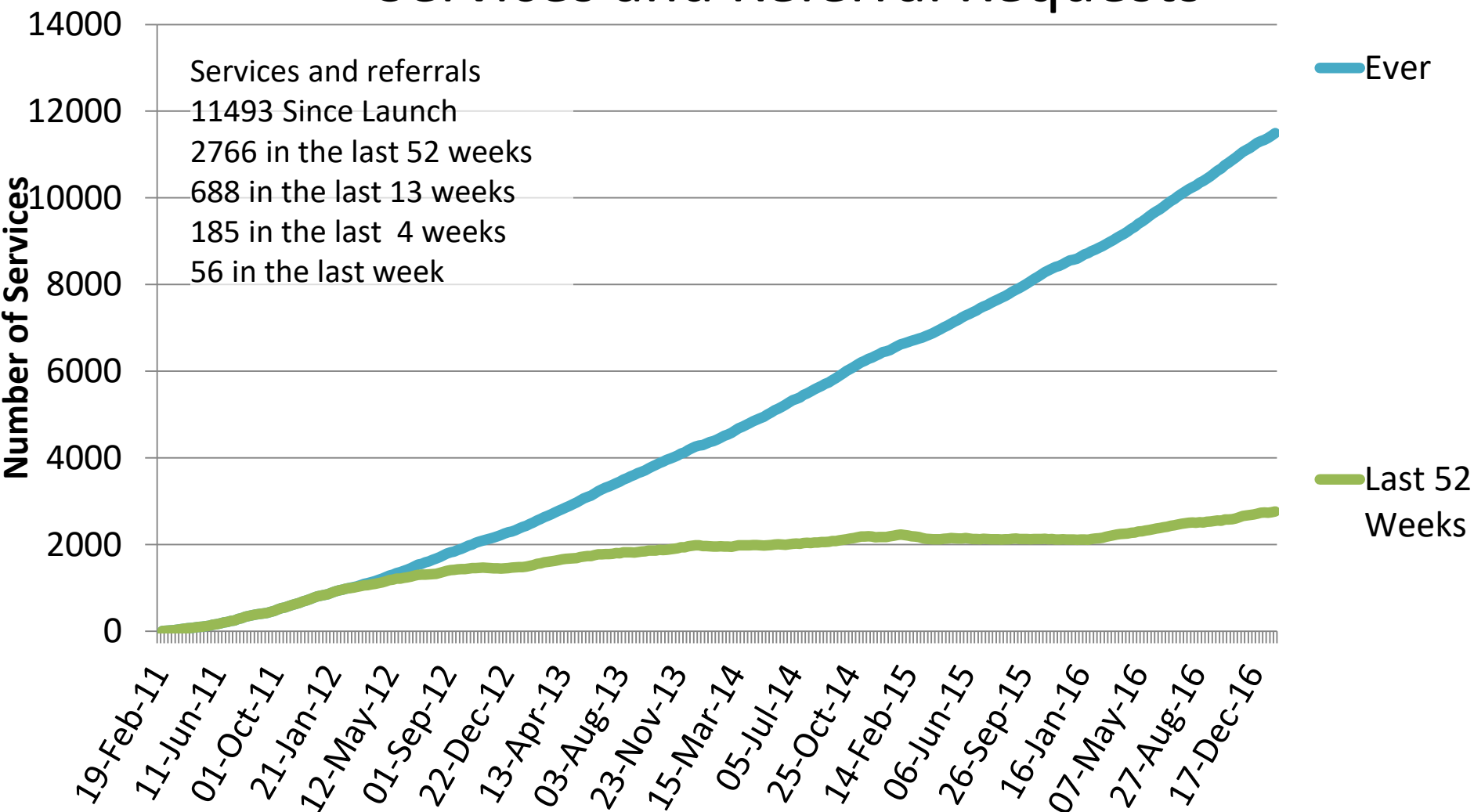
218 households used 2766 services in the last 52 weeks

Trends in Services

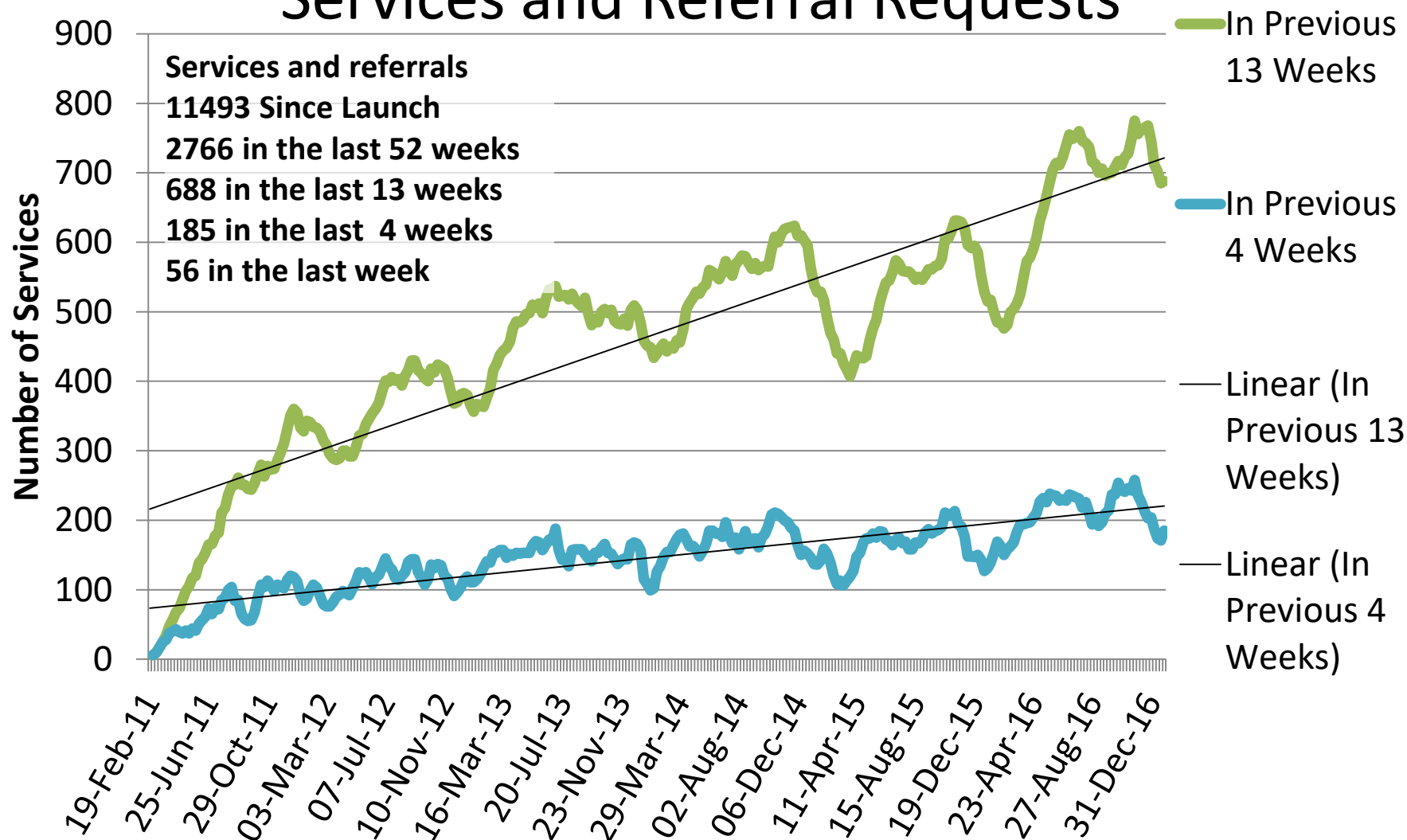




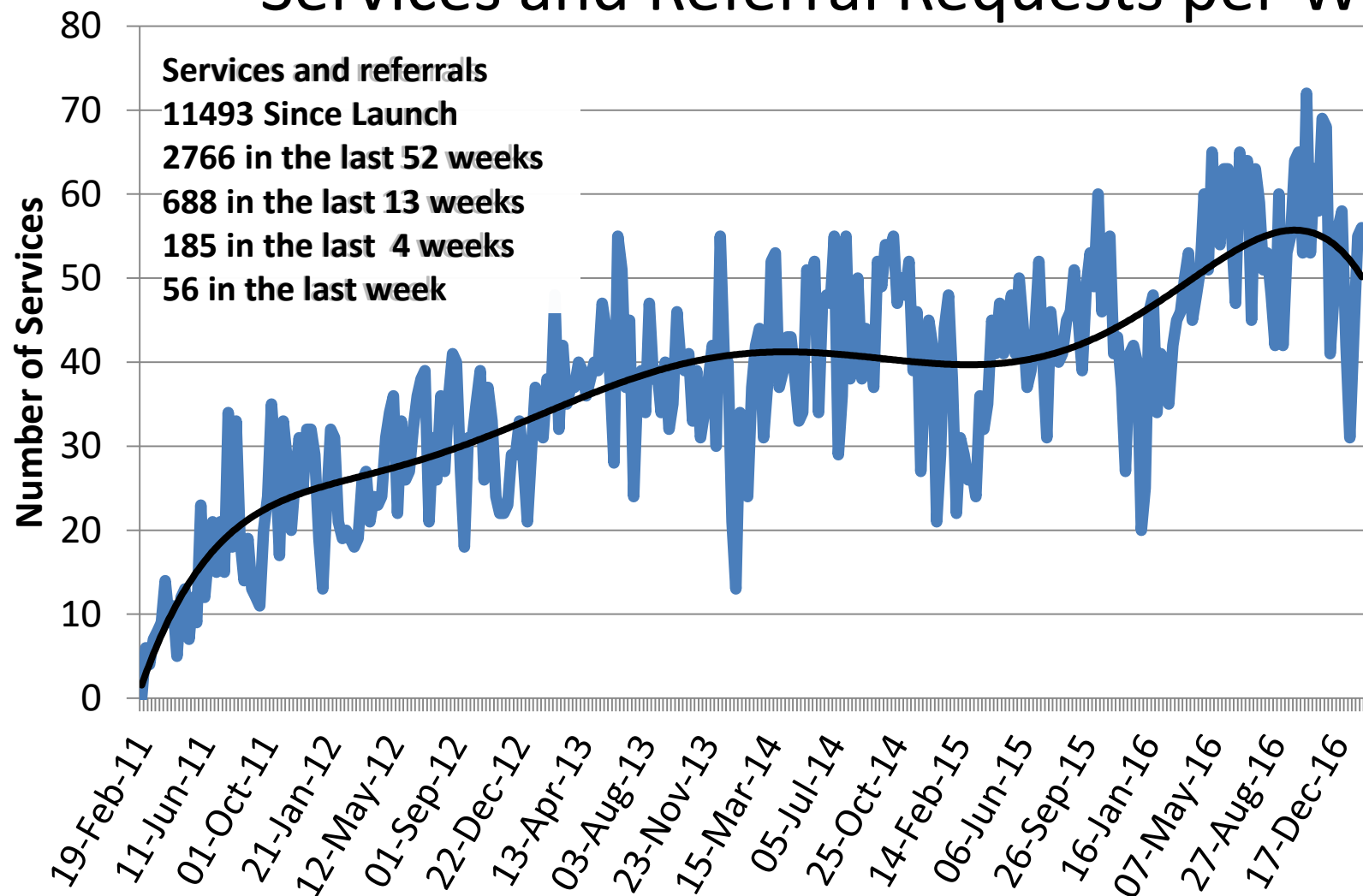
Services and Referral Requests



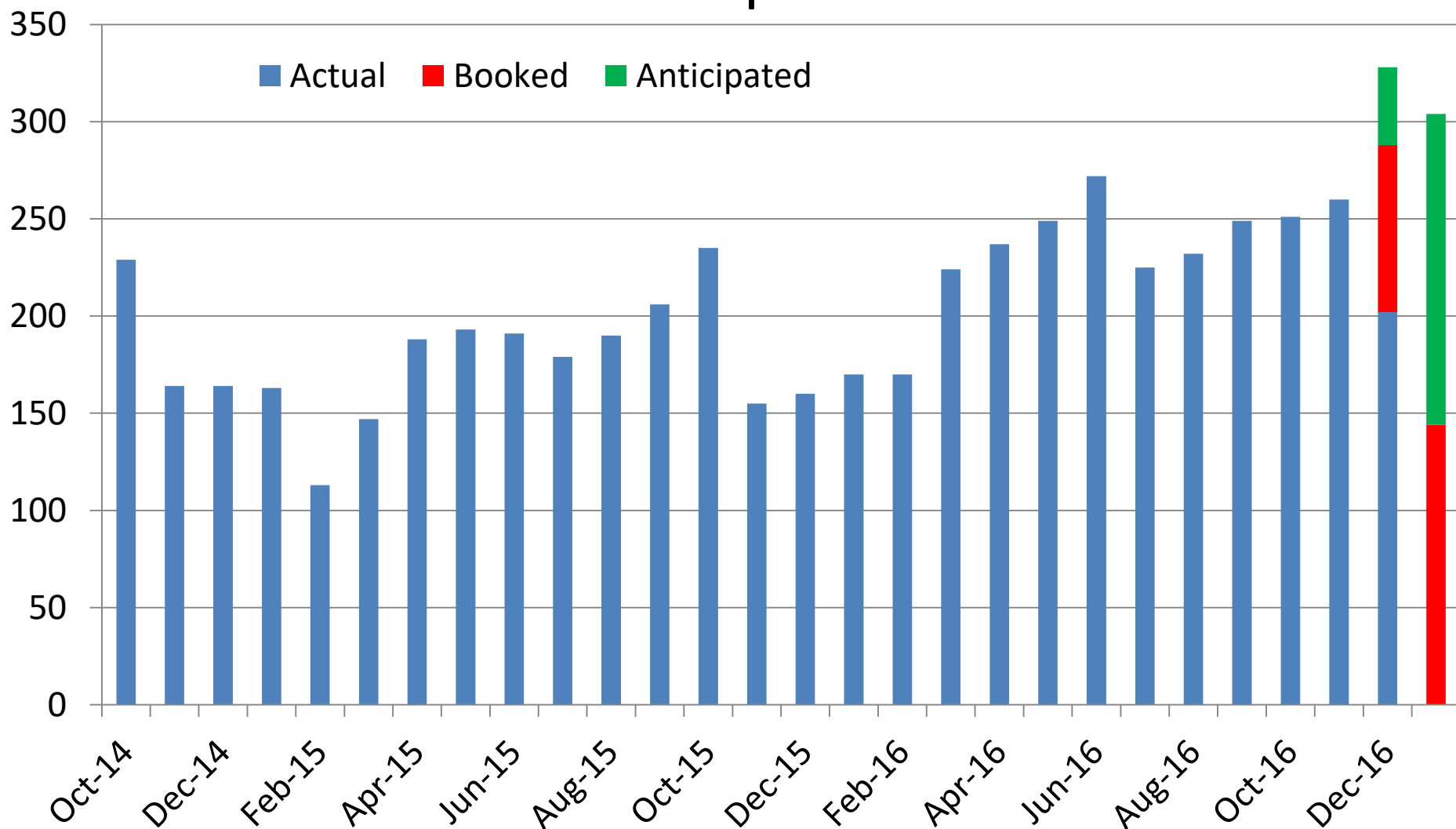
Services and Referral Requests



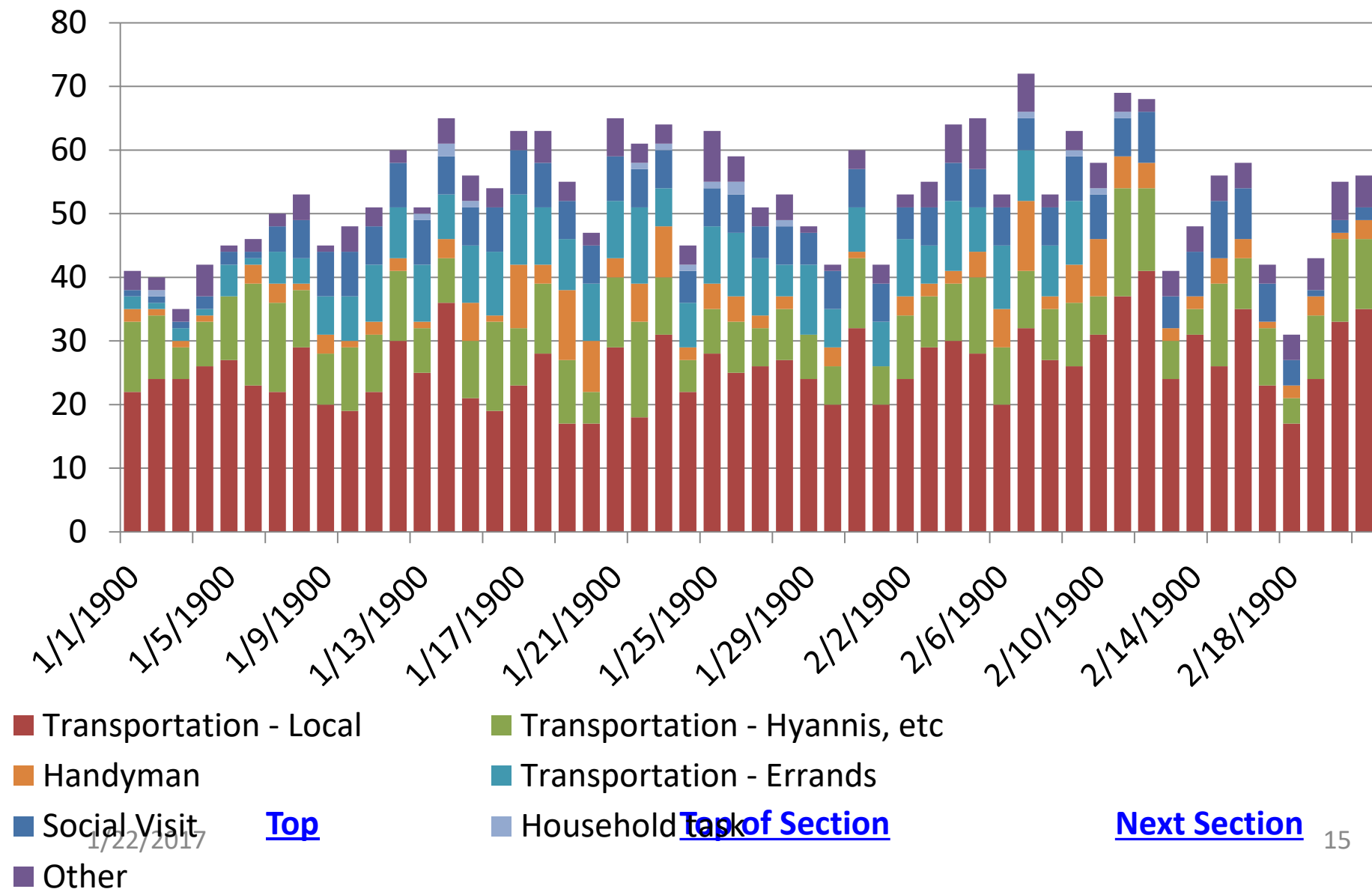
Services and Referral Requests per Week



Services per Month

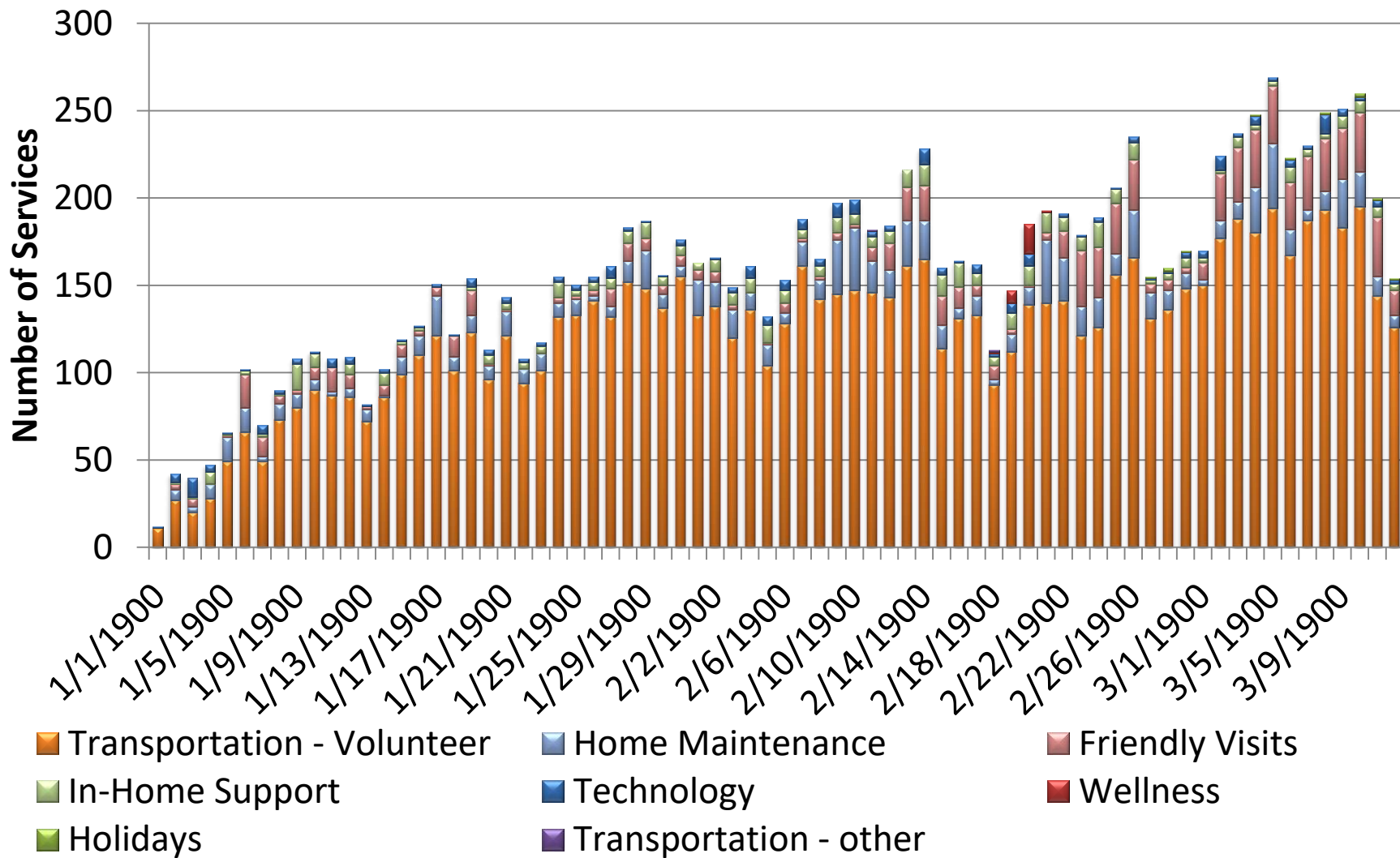


How Have Direct Services Varied in the Last Year?


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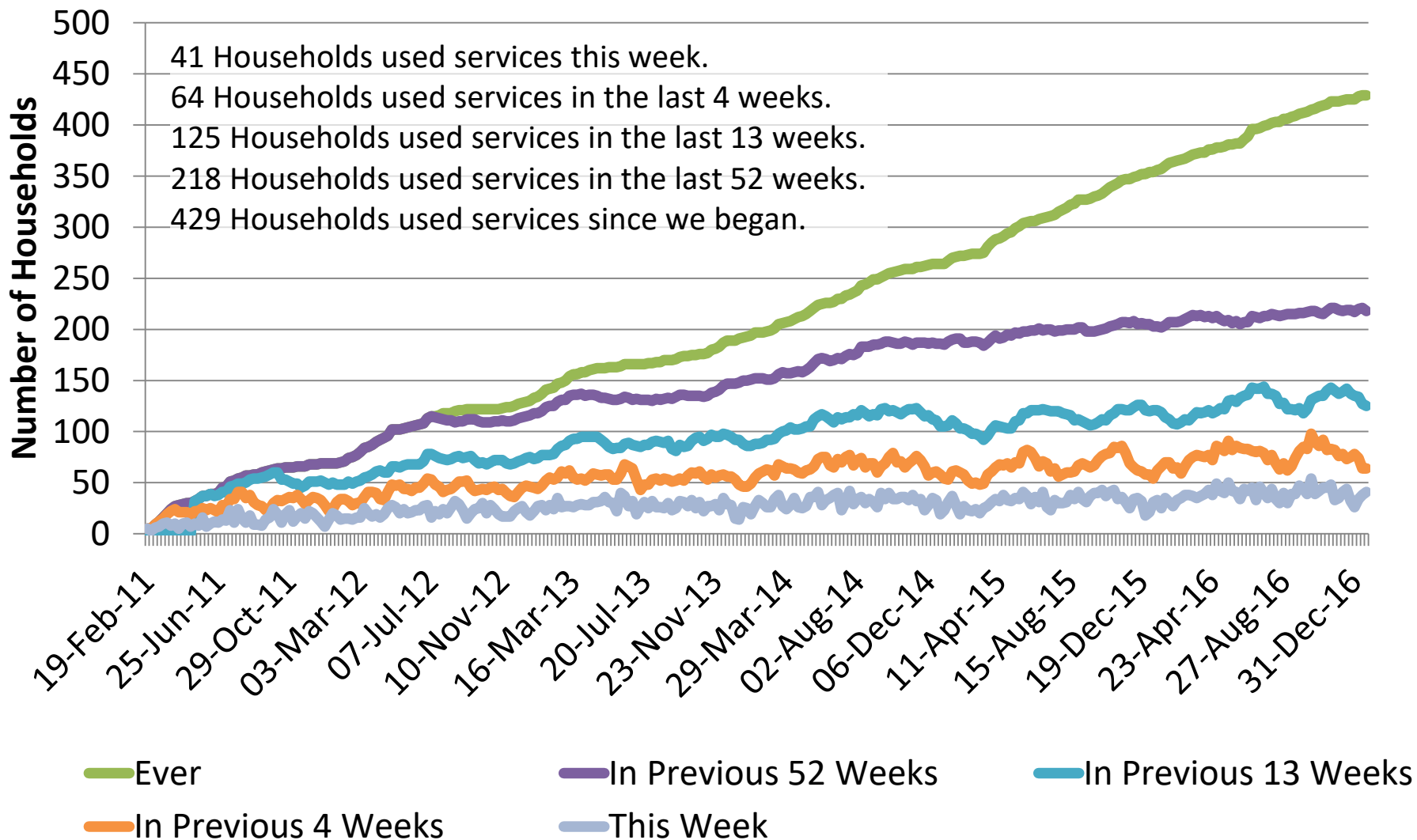
Service Categories



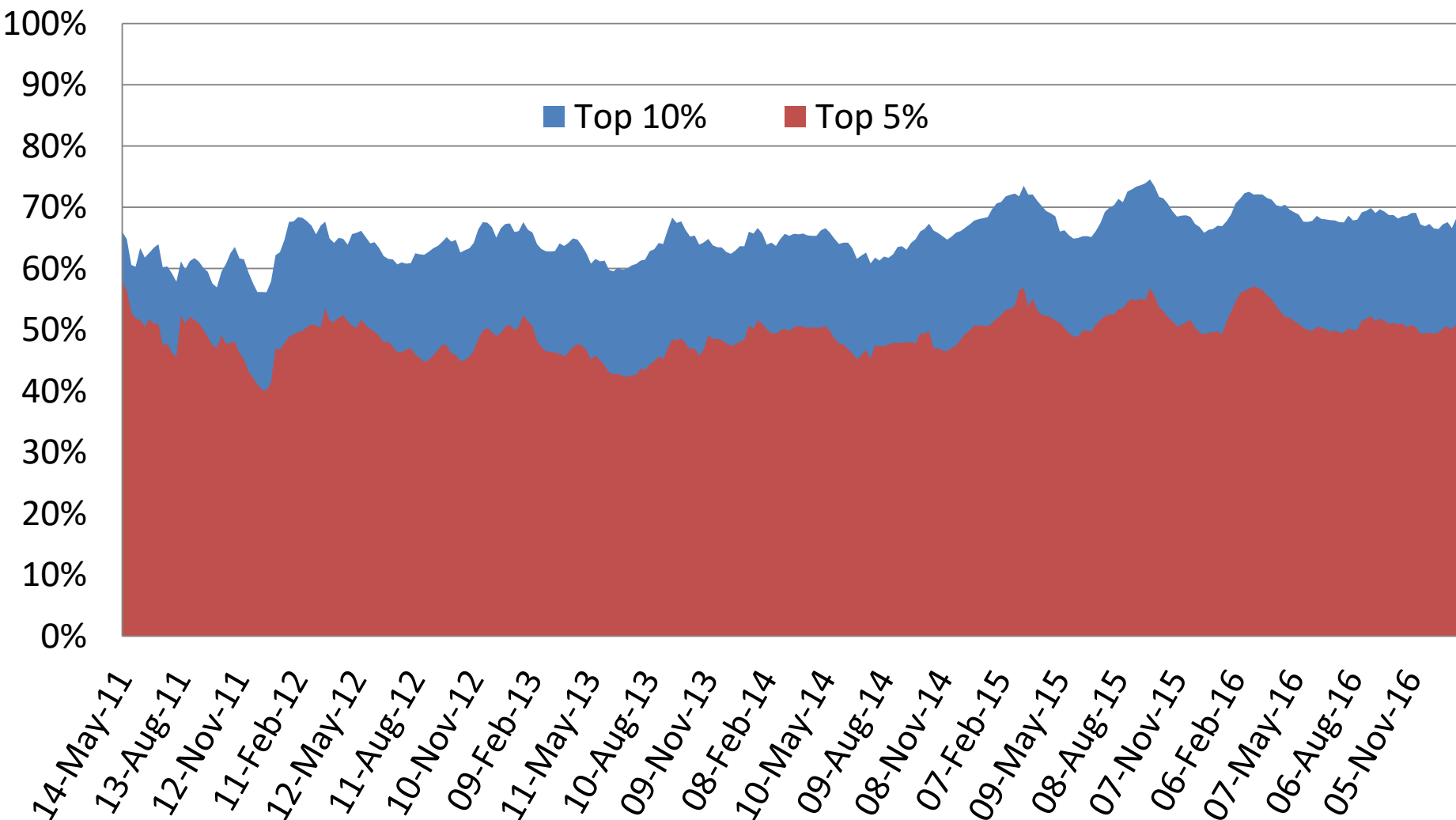
HOW MANY HOUSEHOLDS USE SERVICES?



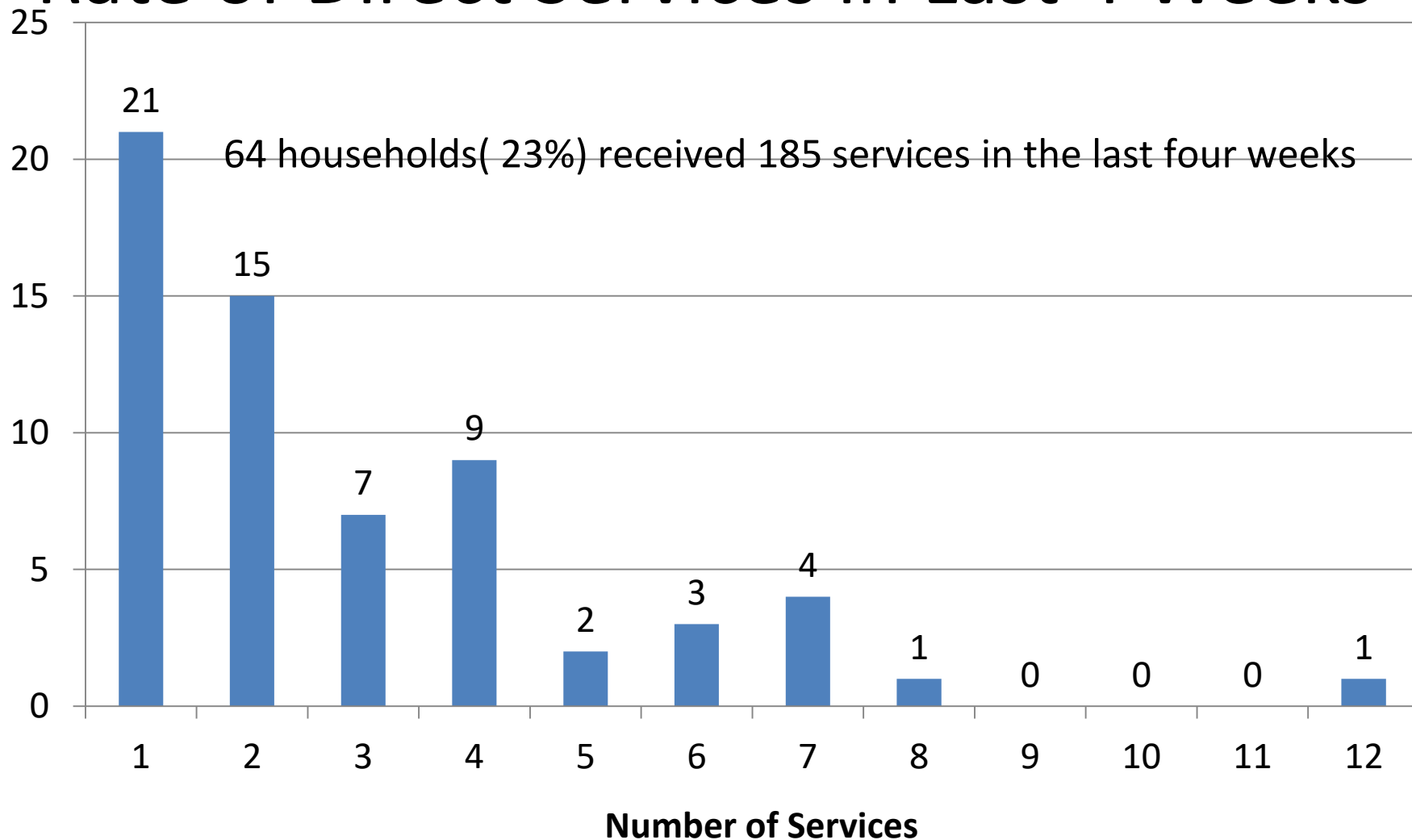
How Many Households Served



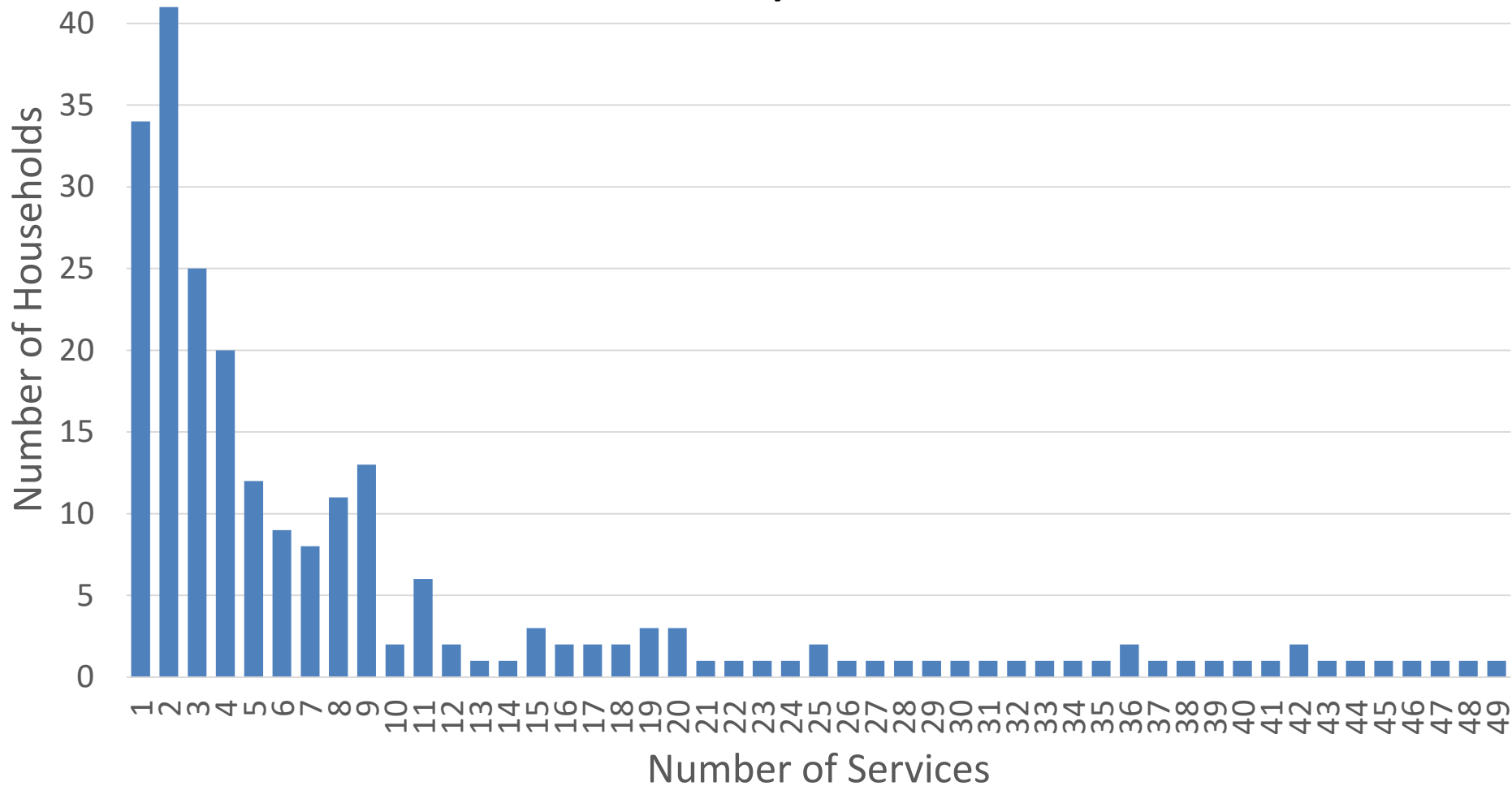
Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

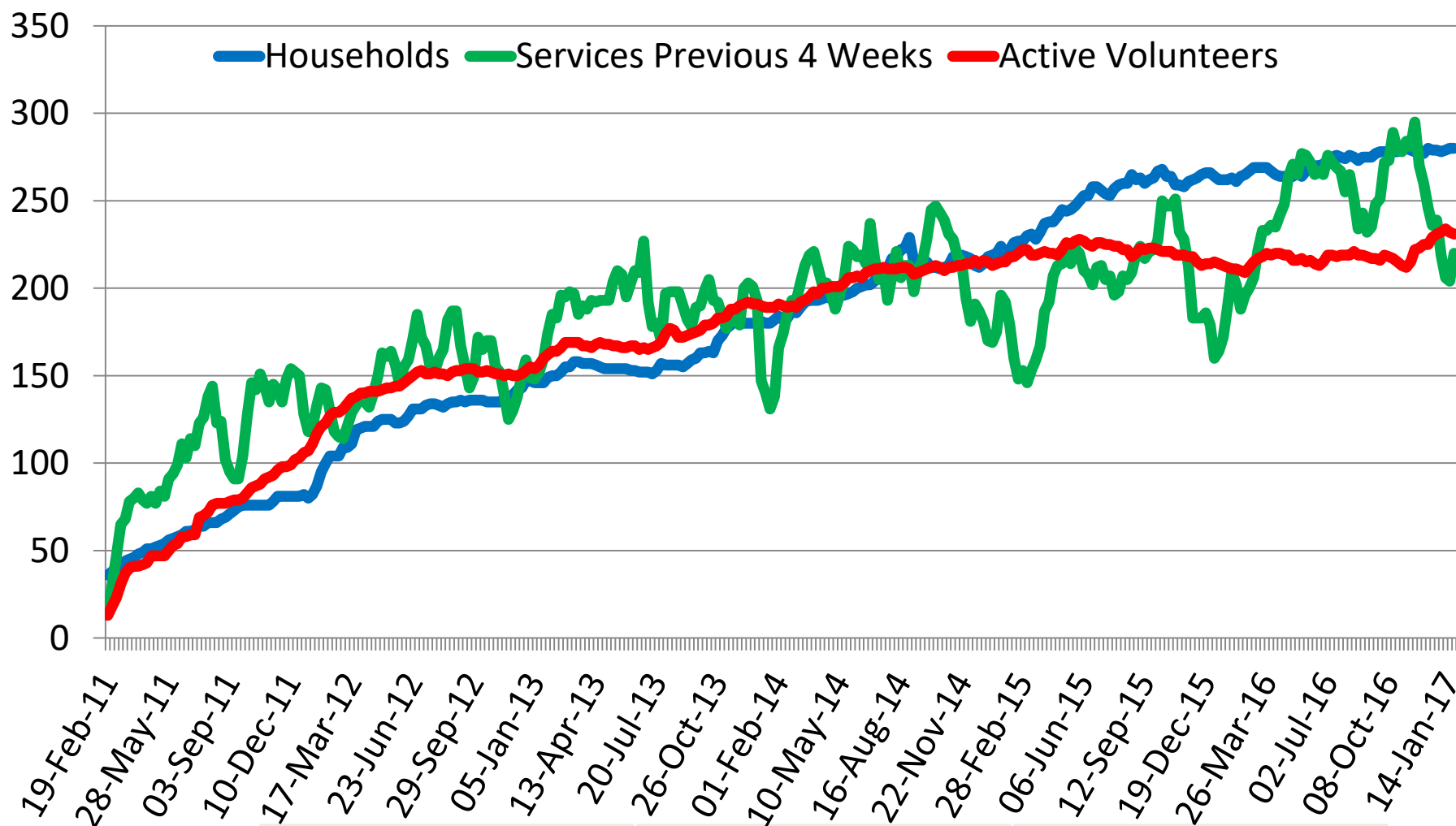


Services in Last Year by Current Households



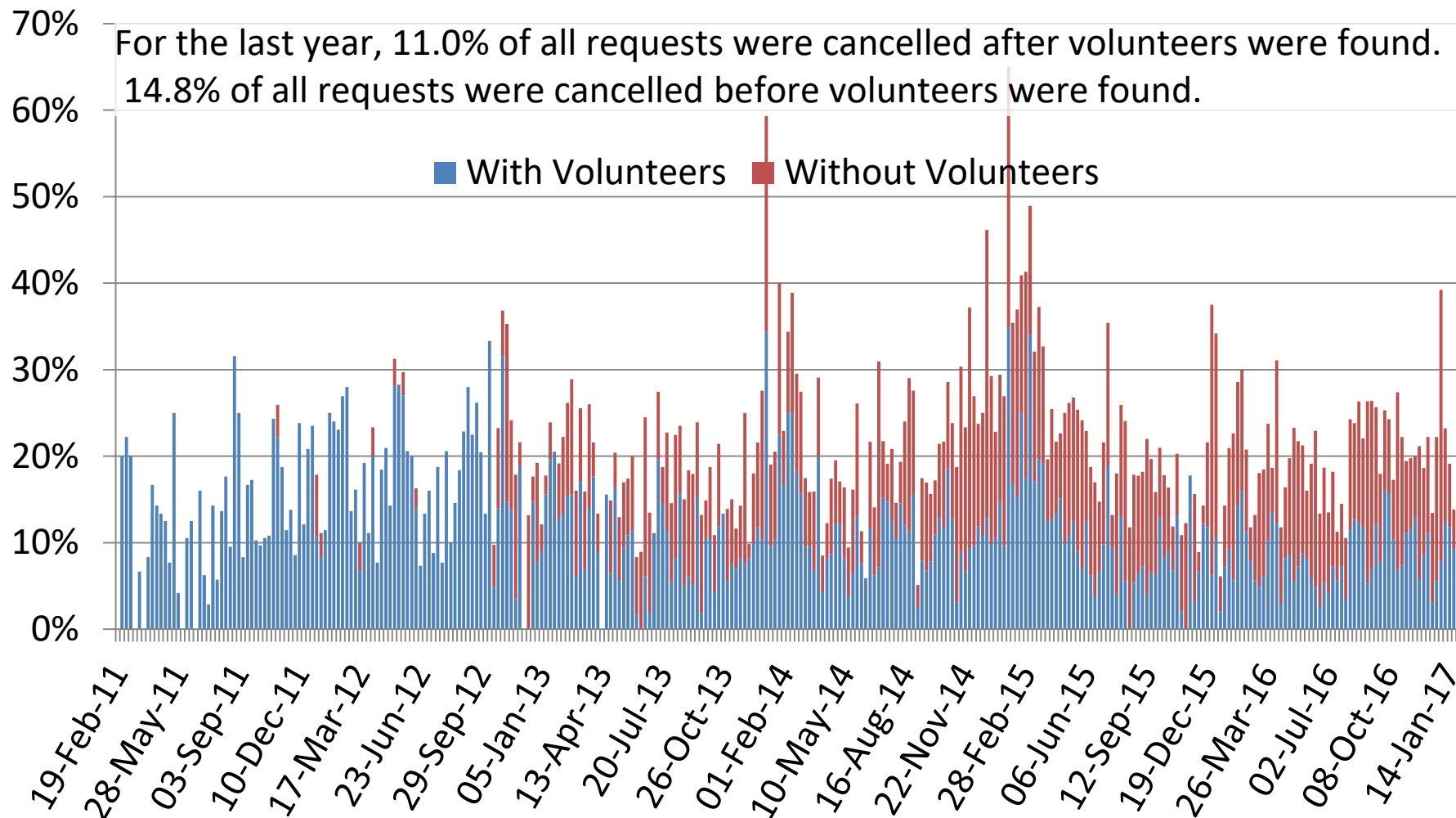


Memberships, Active Volunteers, and Services per Month



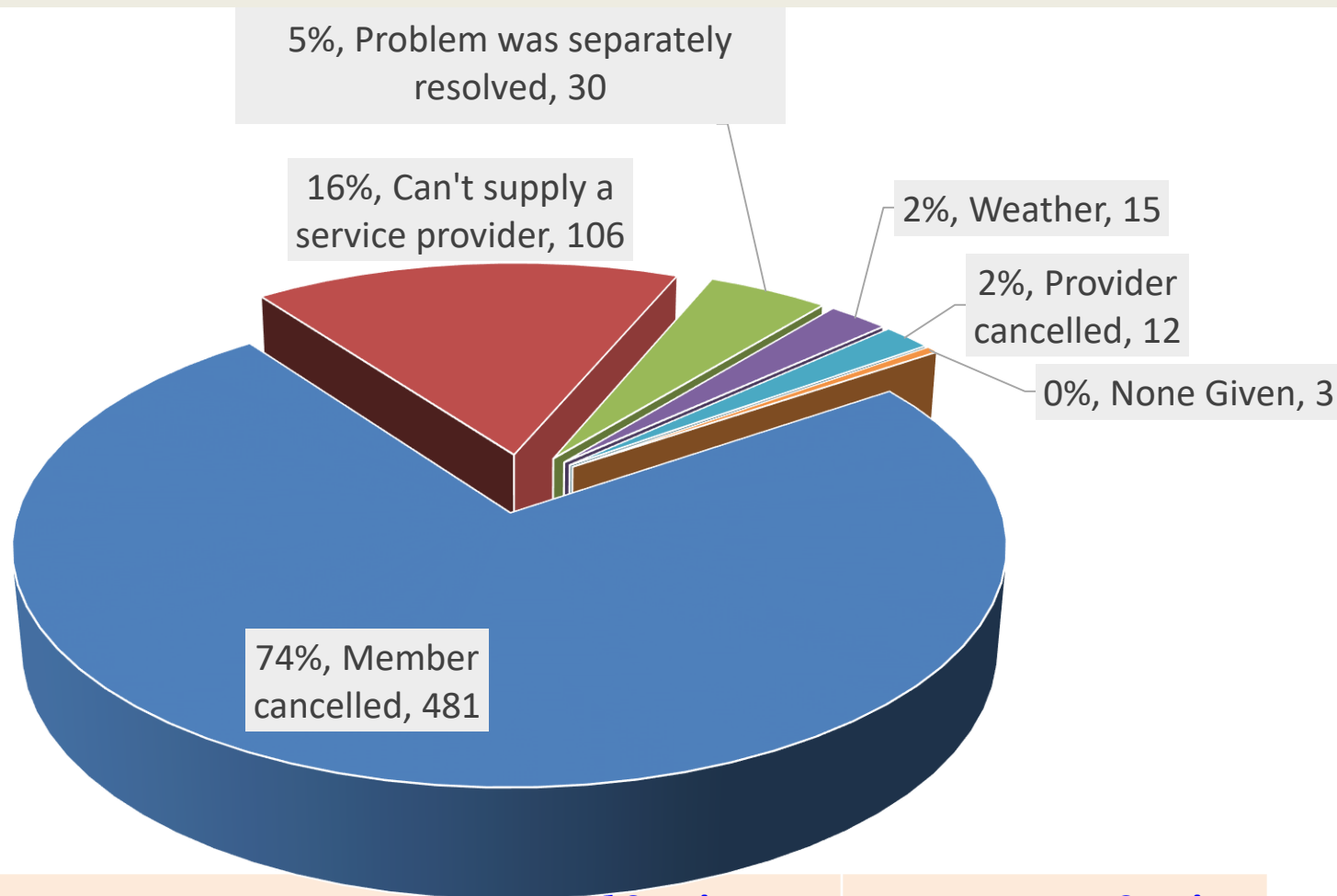
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



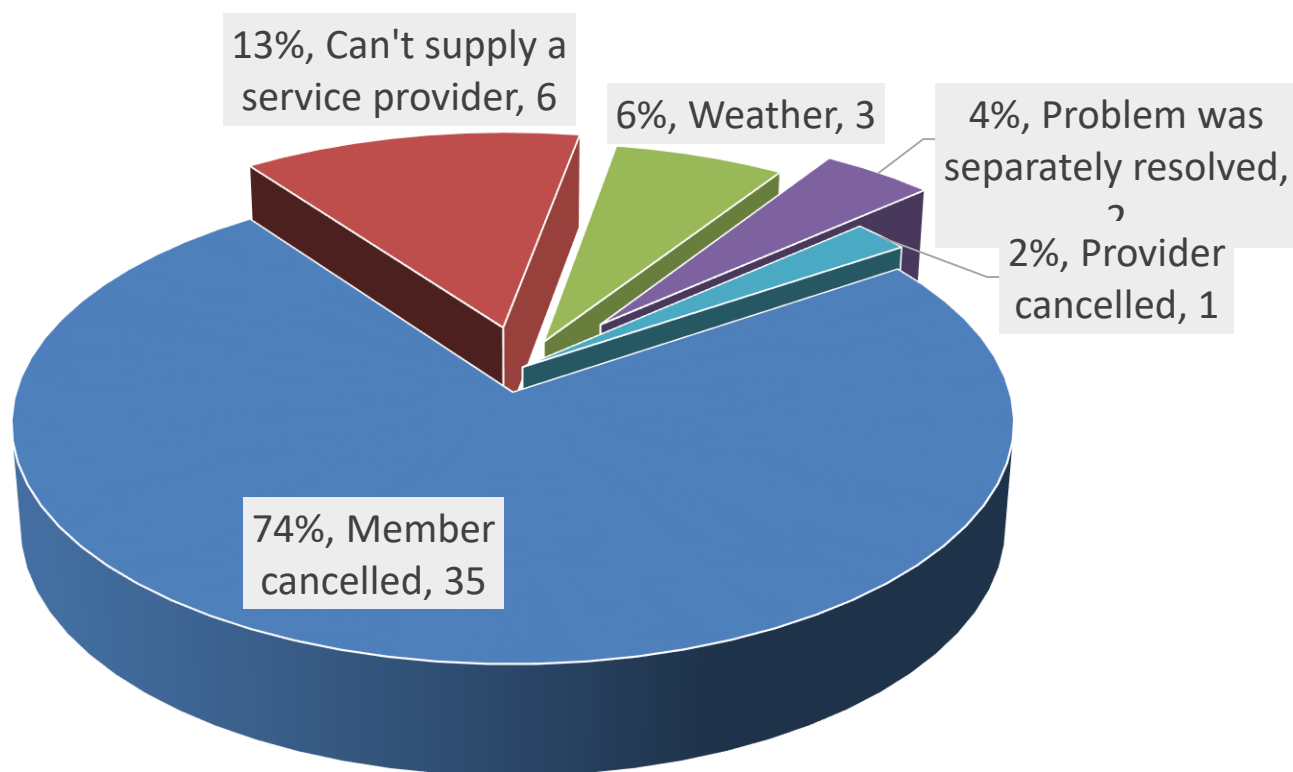
Cancellation Reasons (Last 52 Weeks)

In addition to 2766 services performed in the last Year, an additional 647 (23%) were cancelled.

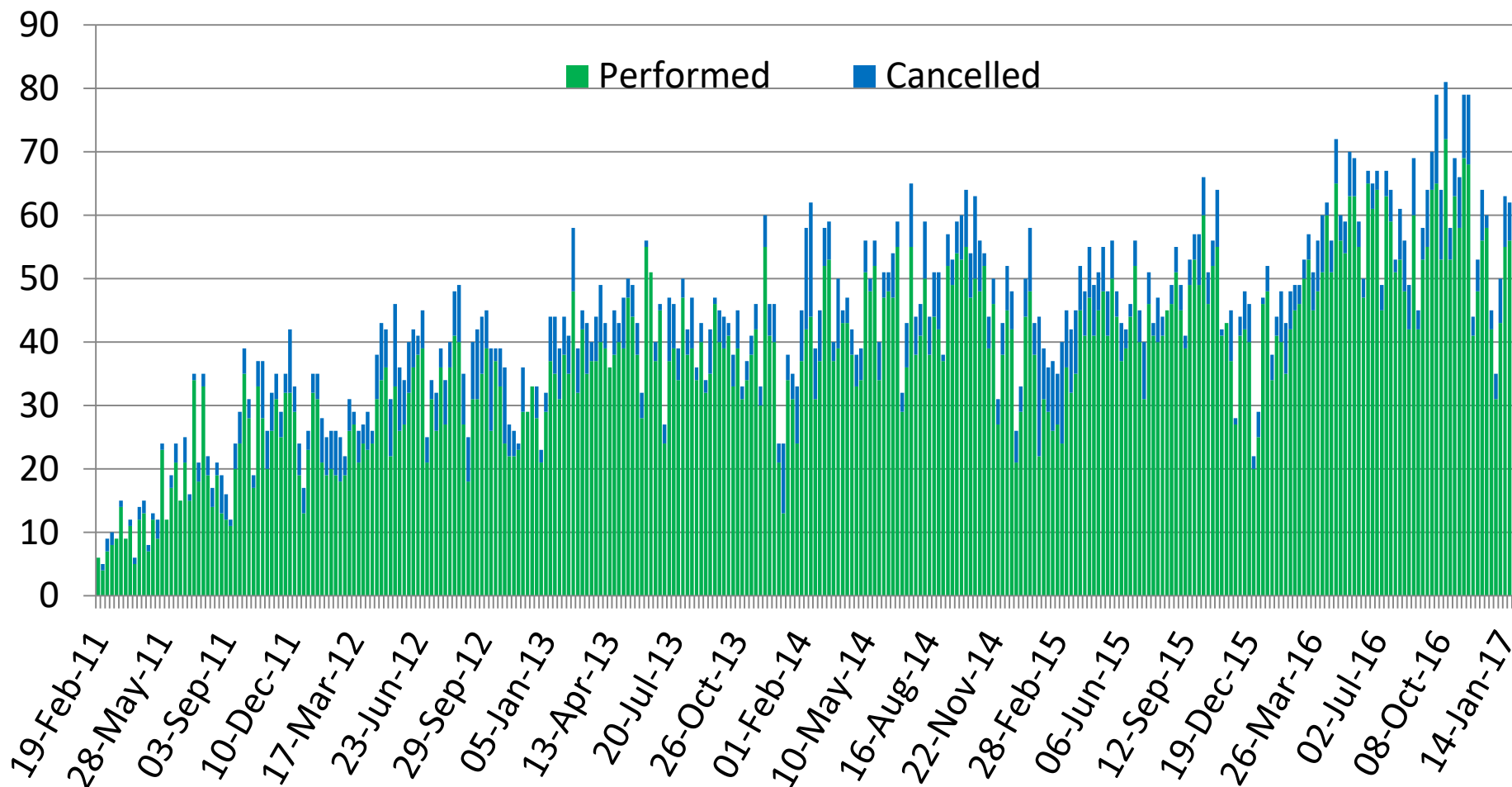


Cancellation Reasons (Last 4 Weeks)

In addition to 185 services performed in the last Month, an additional 47 (25%) were cancelled.



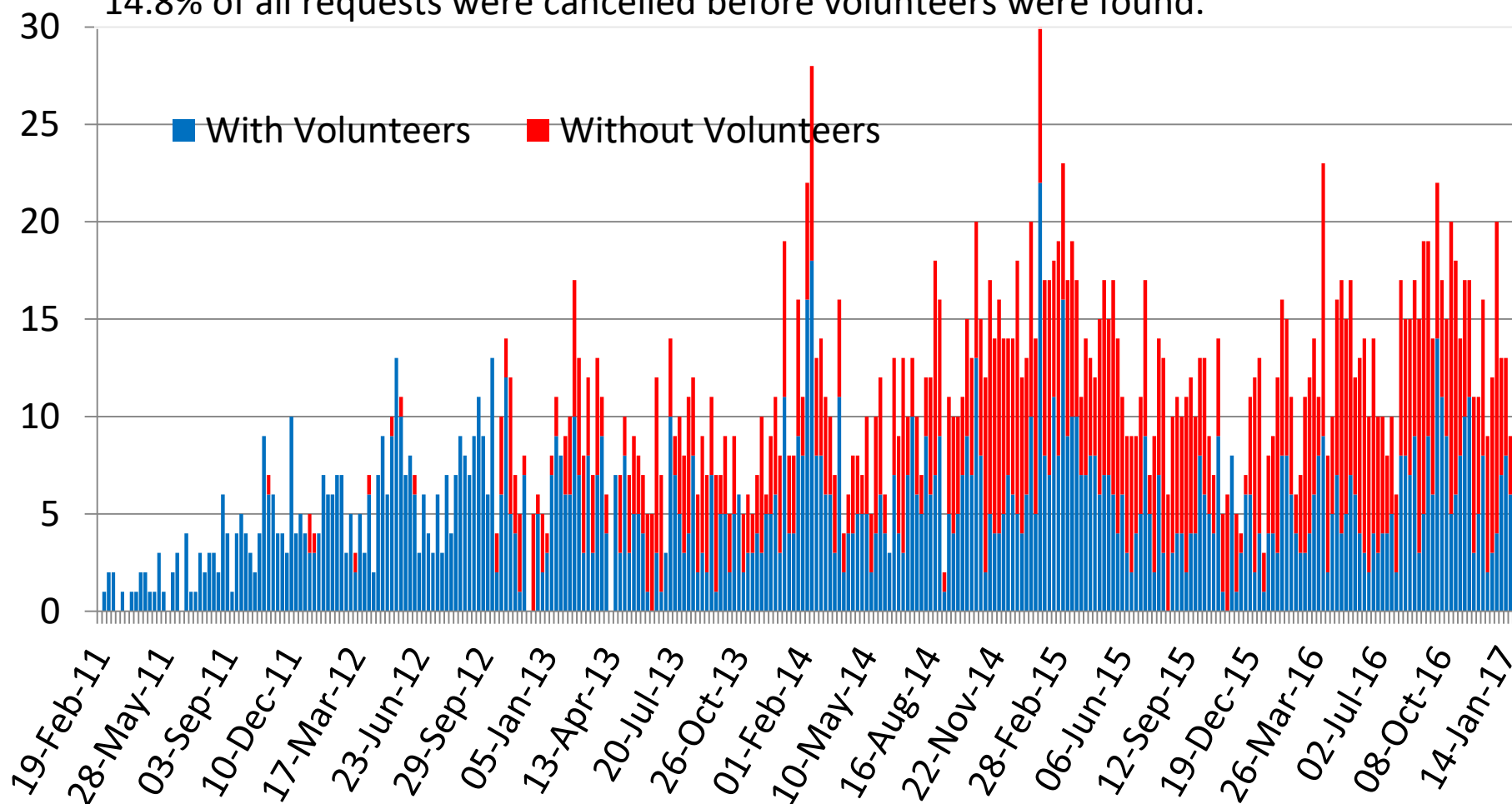
Services Filled



All Cancelled Services

For the last year, 11.0% of all requests were cancelled after volunteers were found.

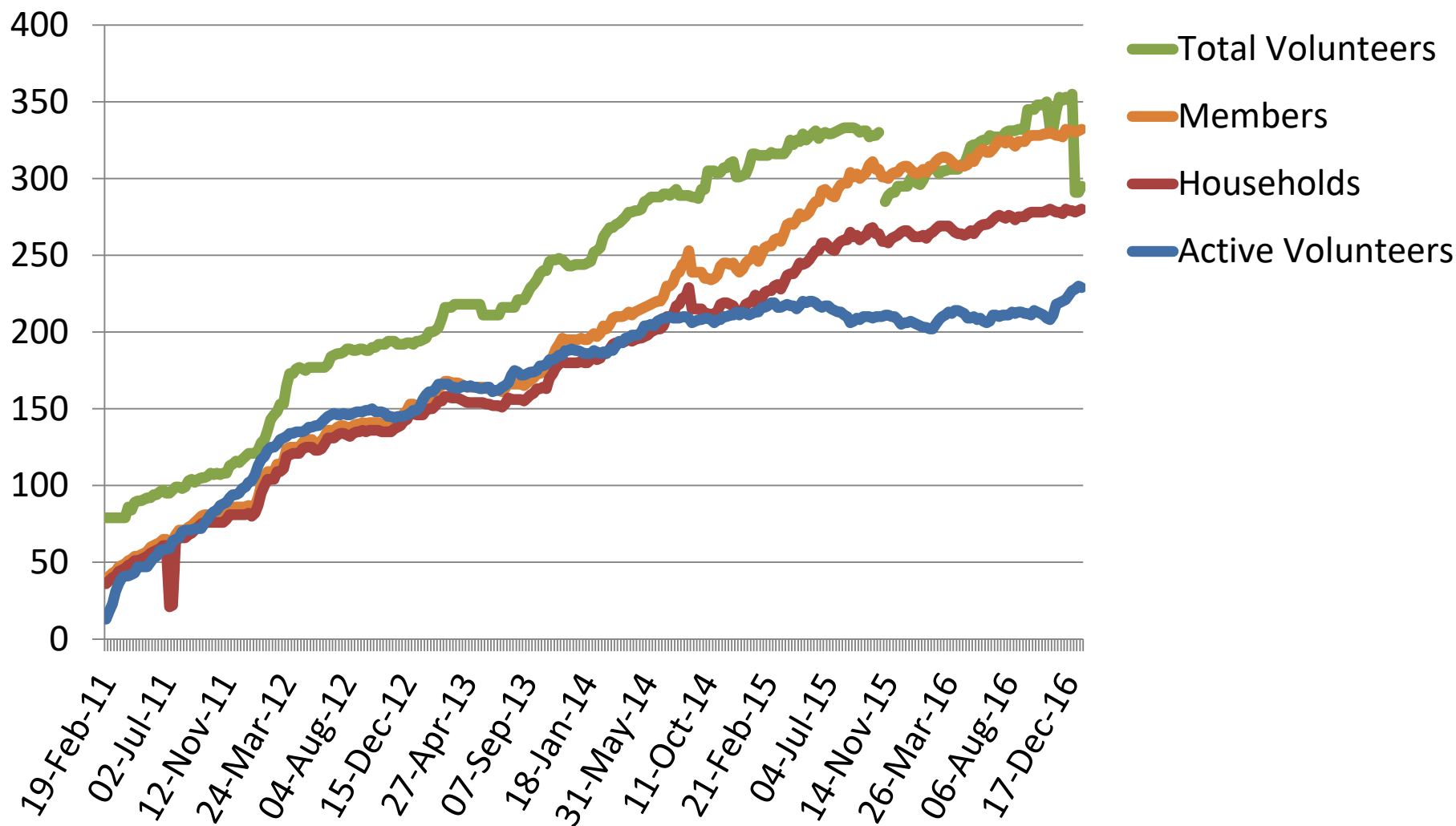
14.8% of all requests were cancelled before volunteers were found.



How many volunteers do we have and how frequently do they volunteer?

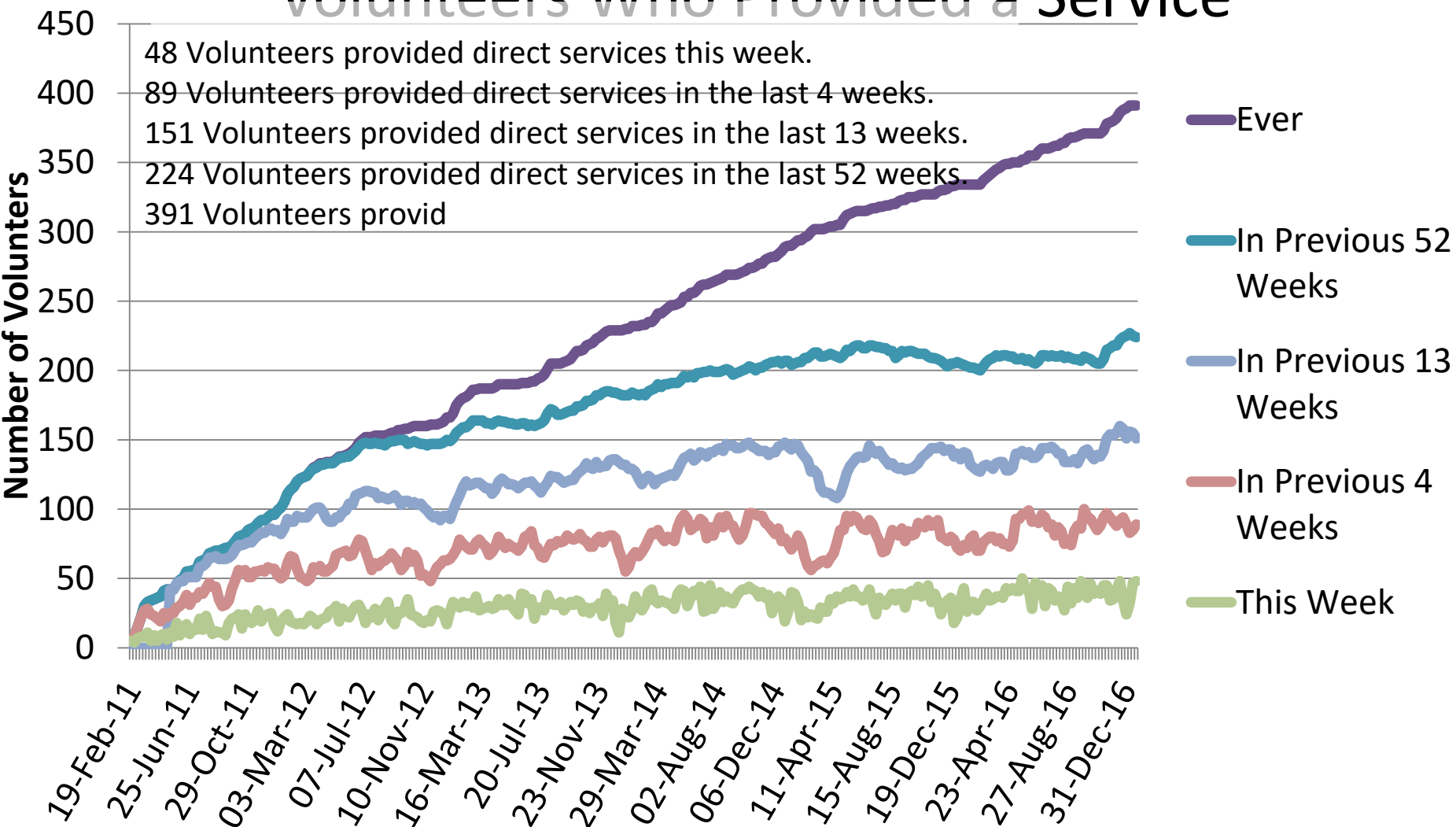
VOLUNTEERS

Growth Rates of Members, Households and Volunteers



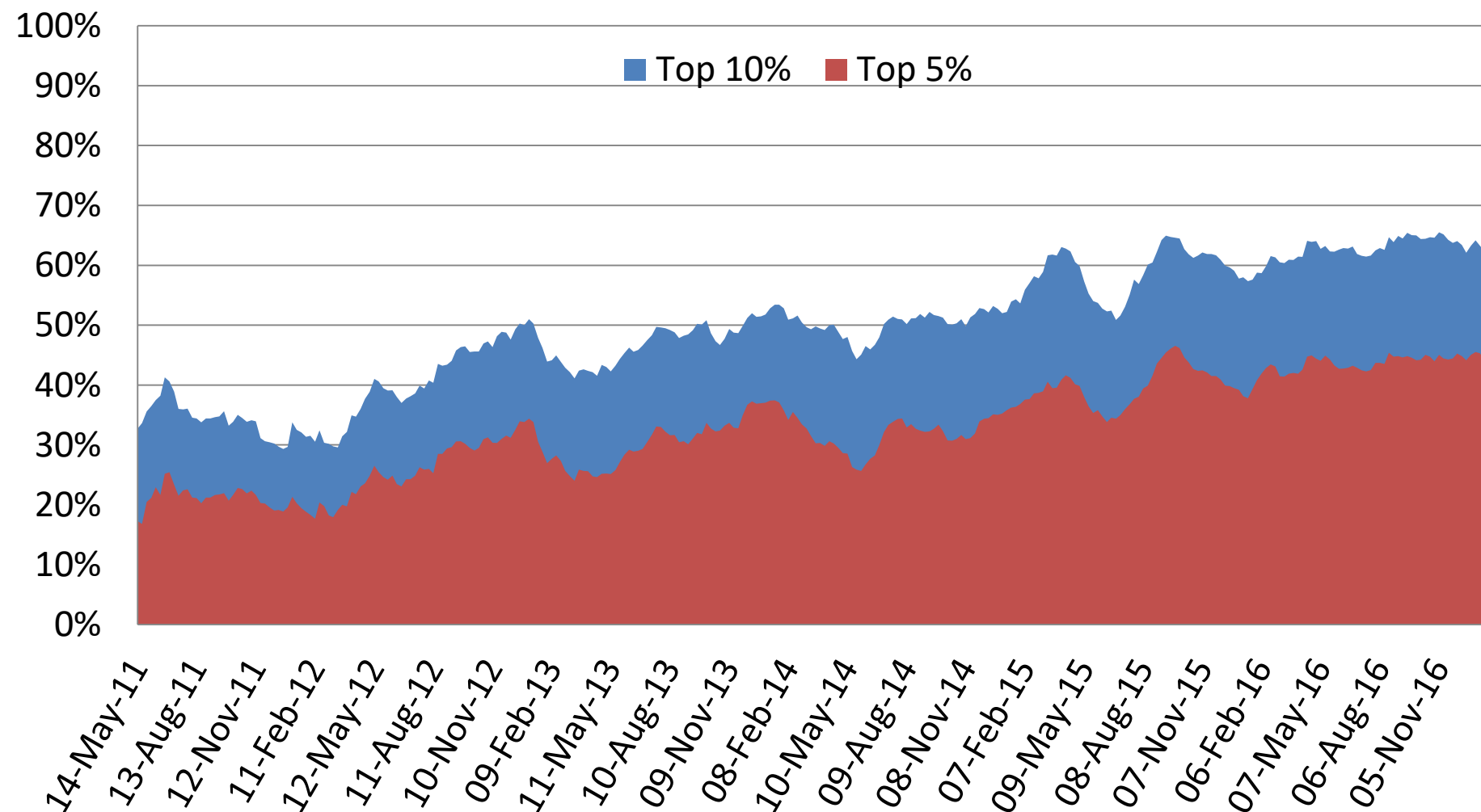


Volunteers Who Provided a Service



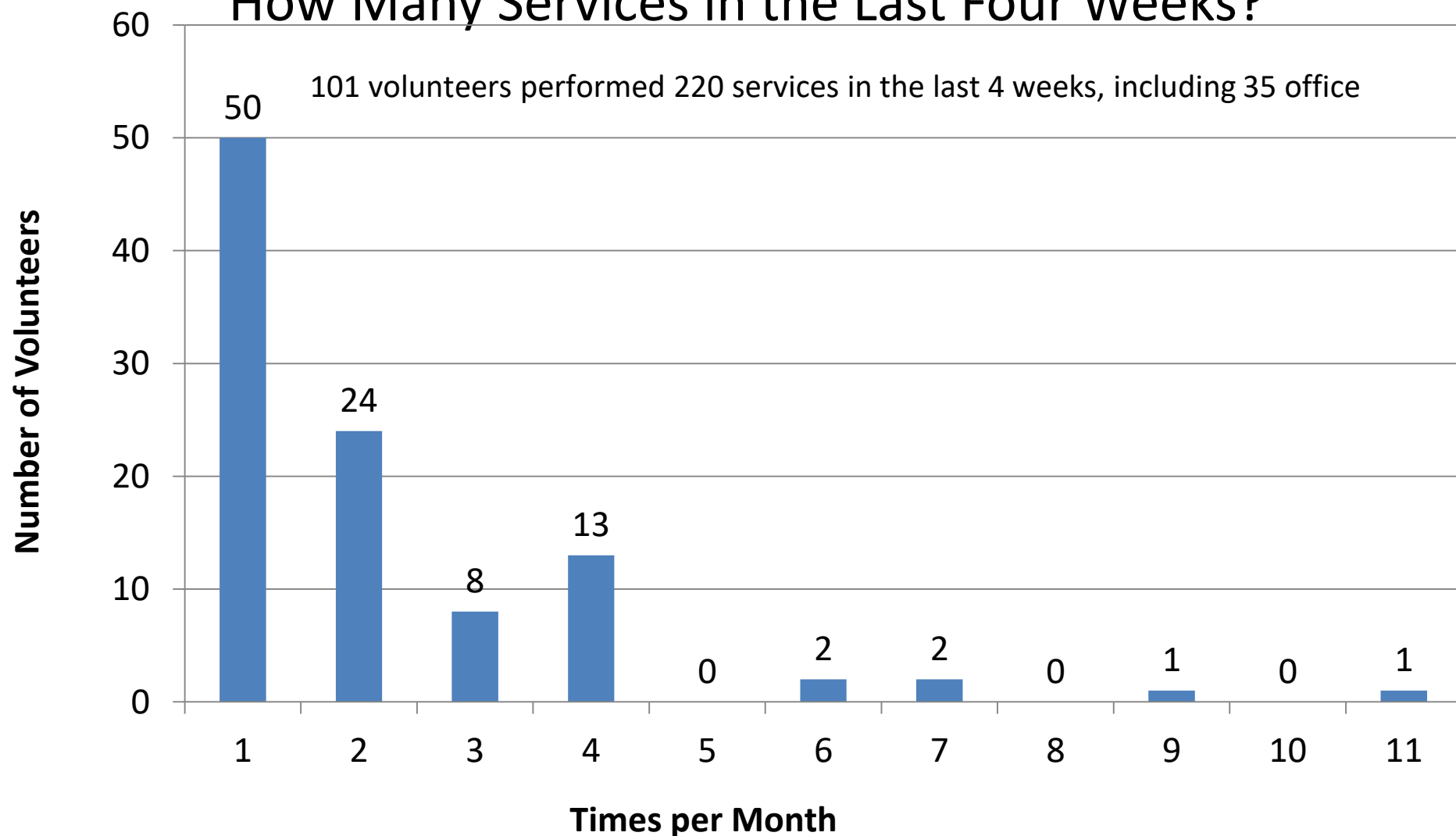


Most Active Volunteers During Previous Four Weeks



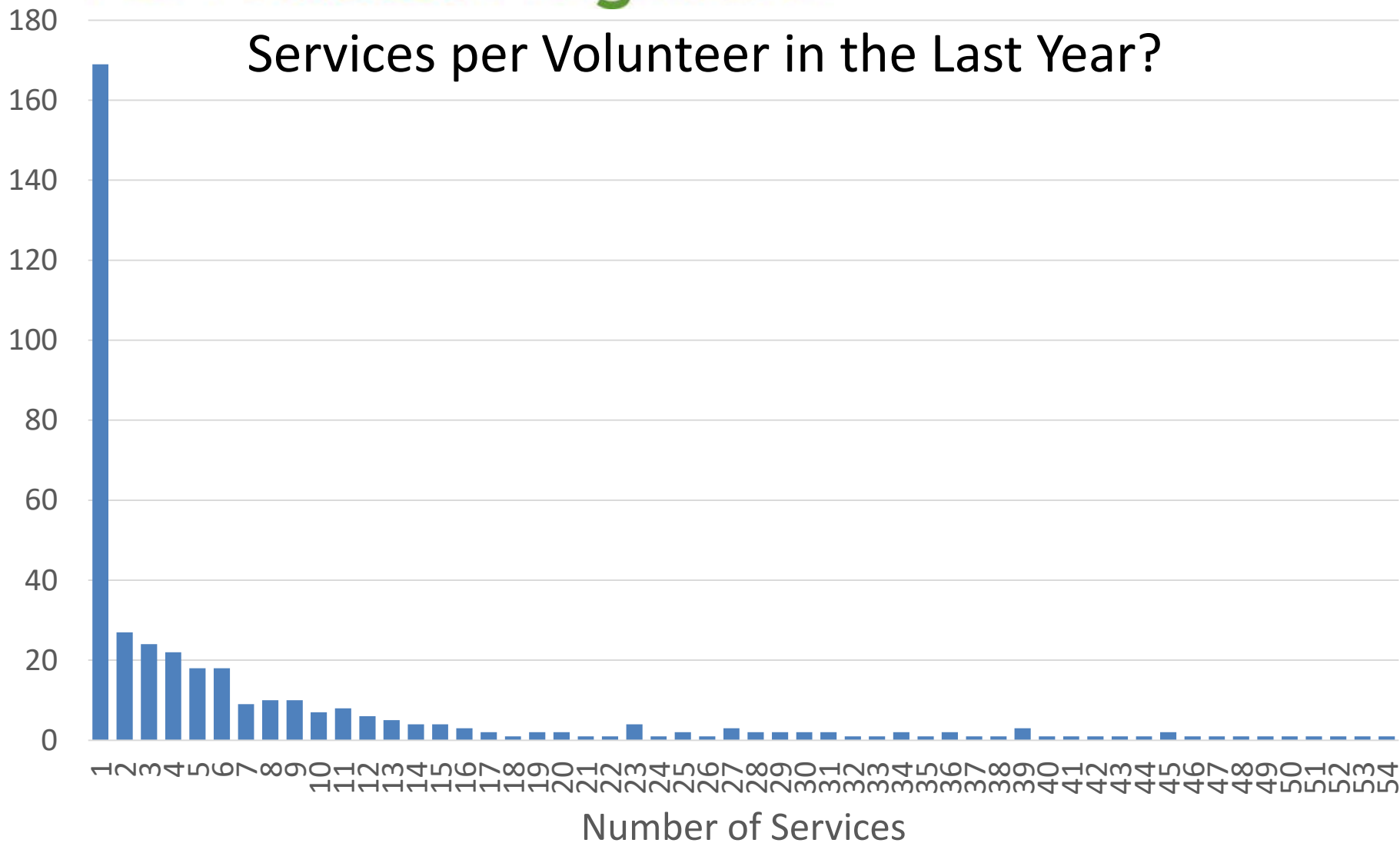
How Many Services in the Last Four Weeks?

101 volunteers performed 220 services in the last 4 weeks, including 35 office



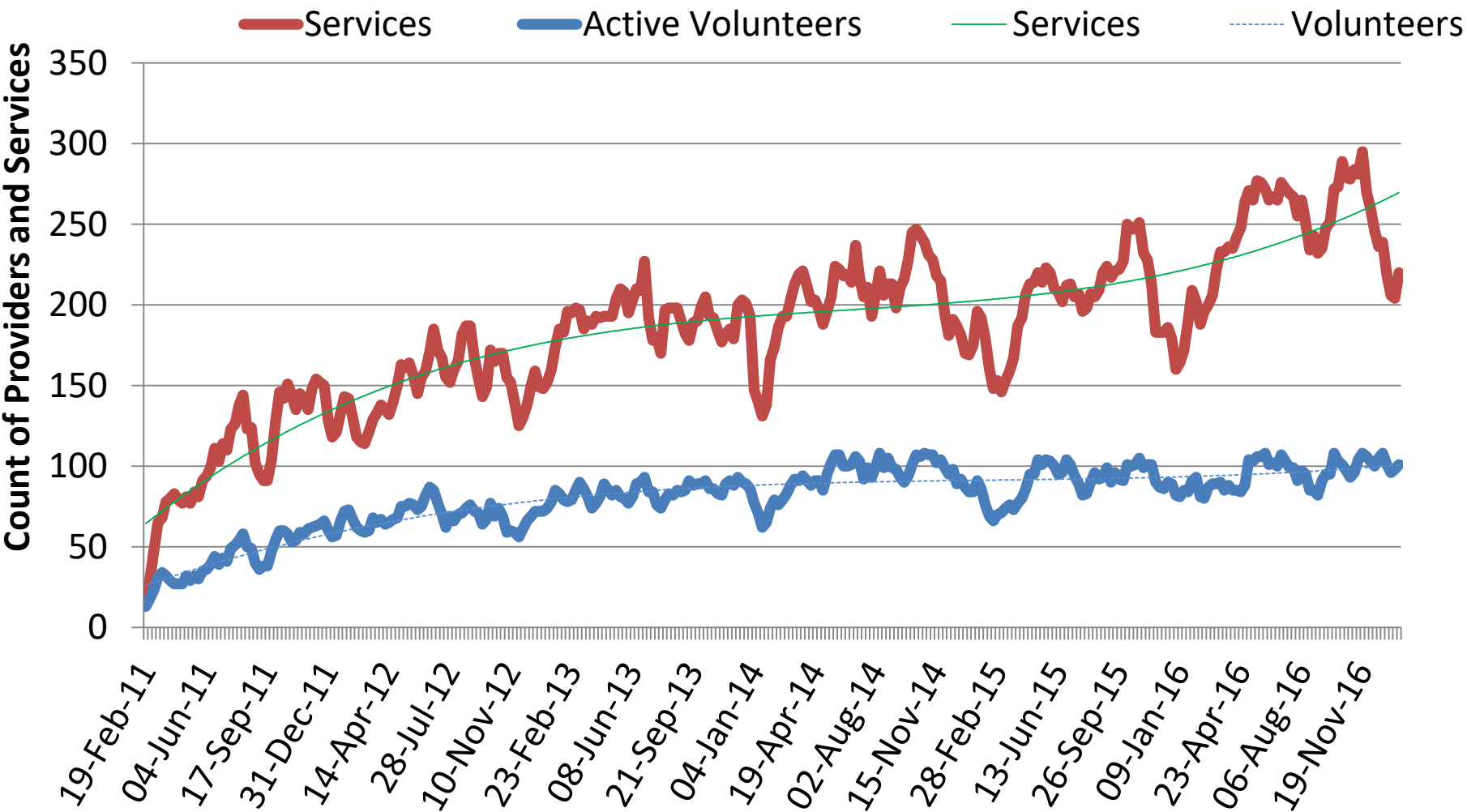
Services per Volunteer in the Last Year?

Number of Volunteers

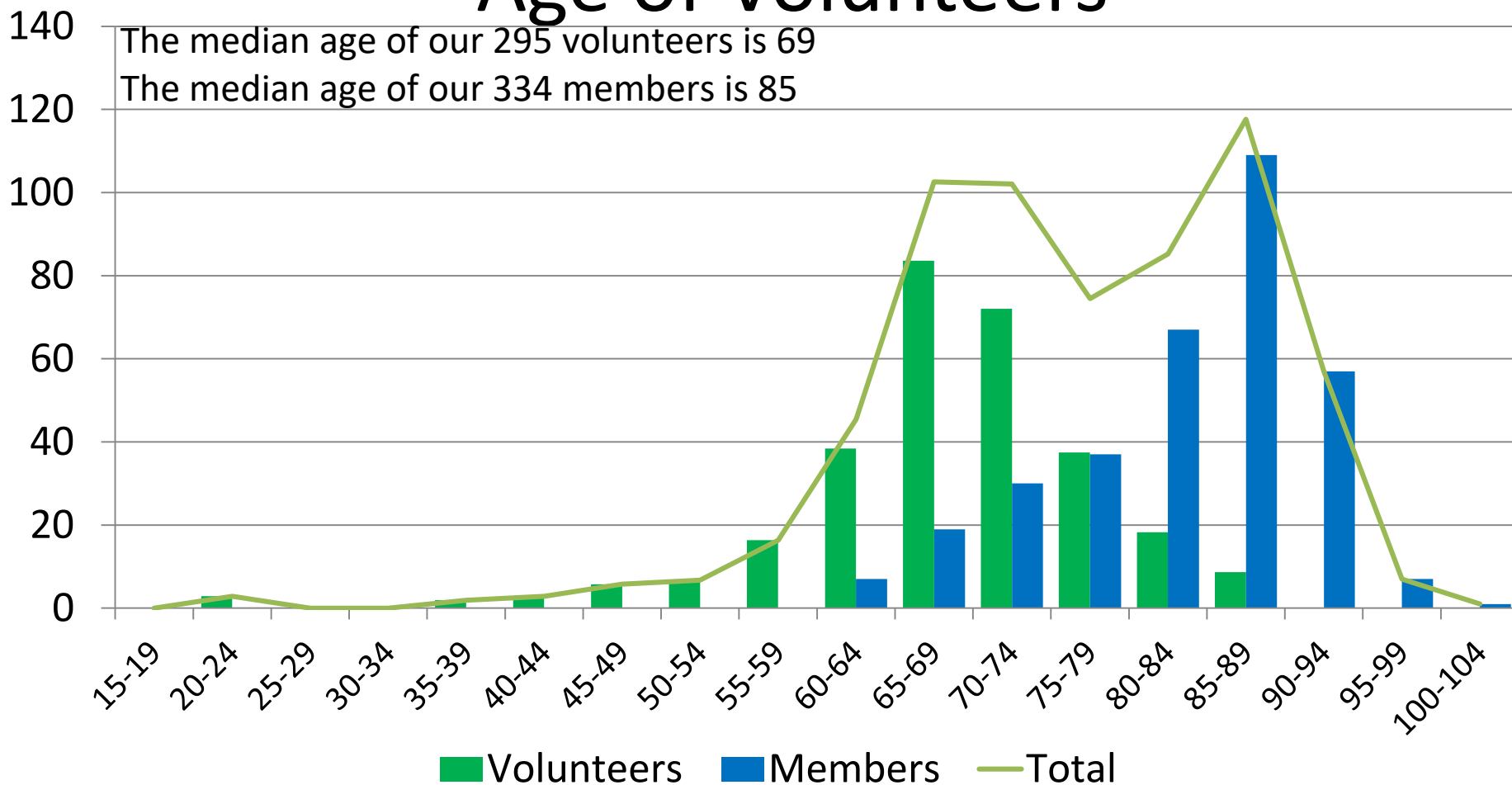




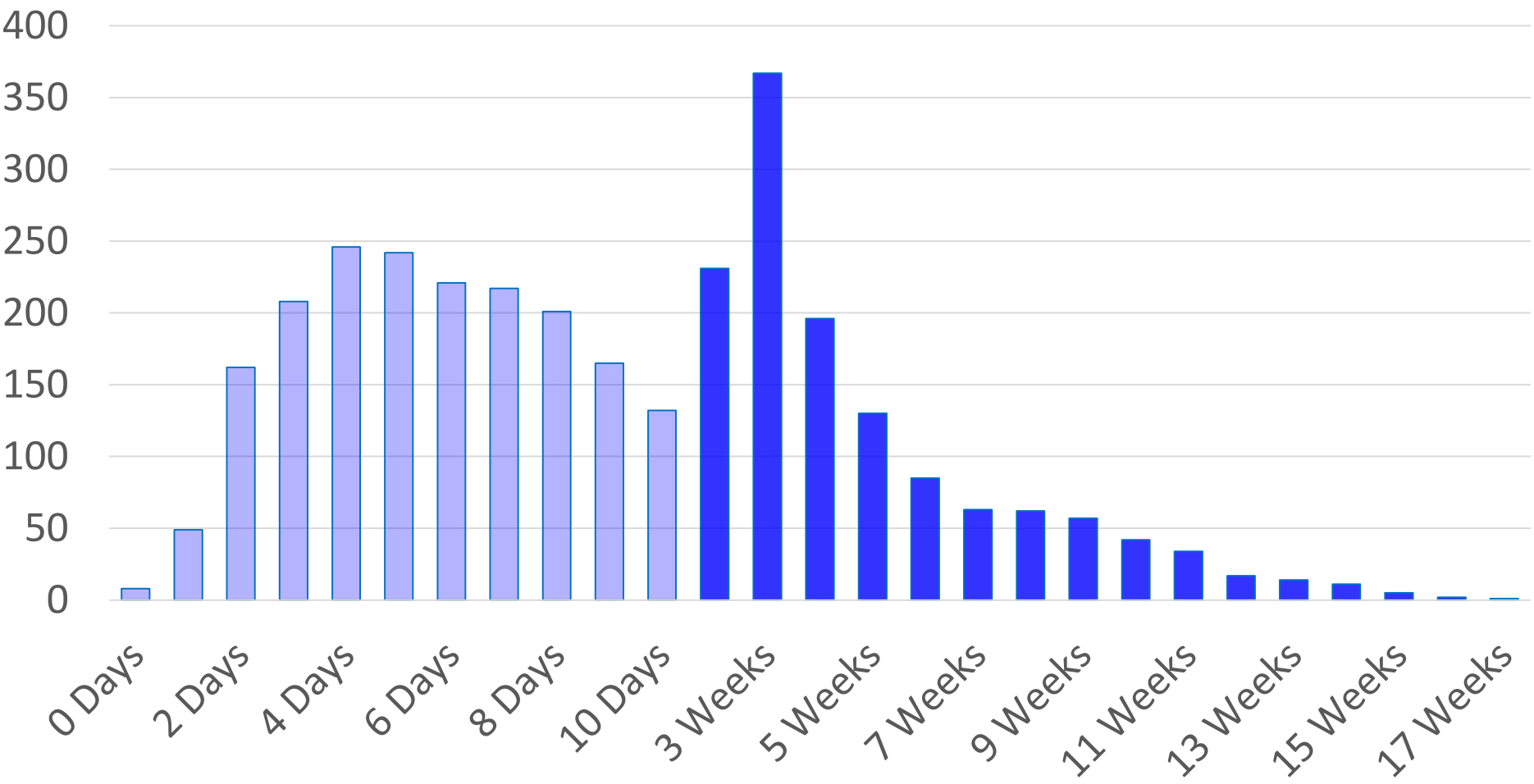
Volunteers and Services Previous 4 Weeks



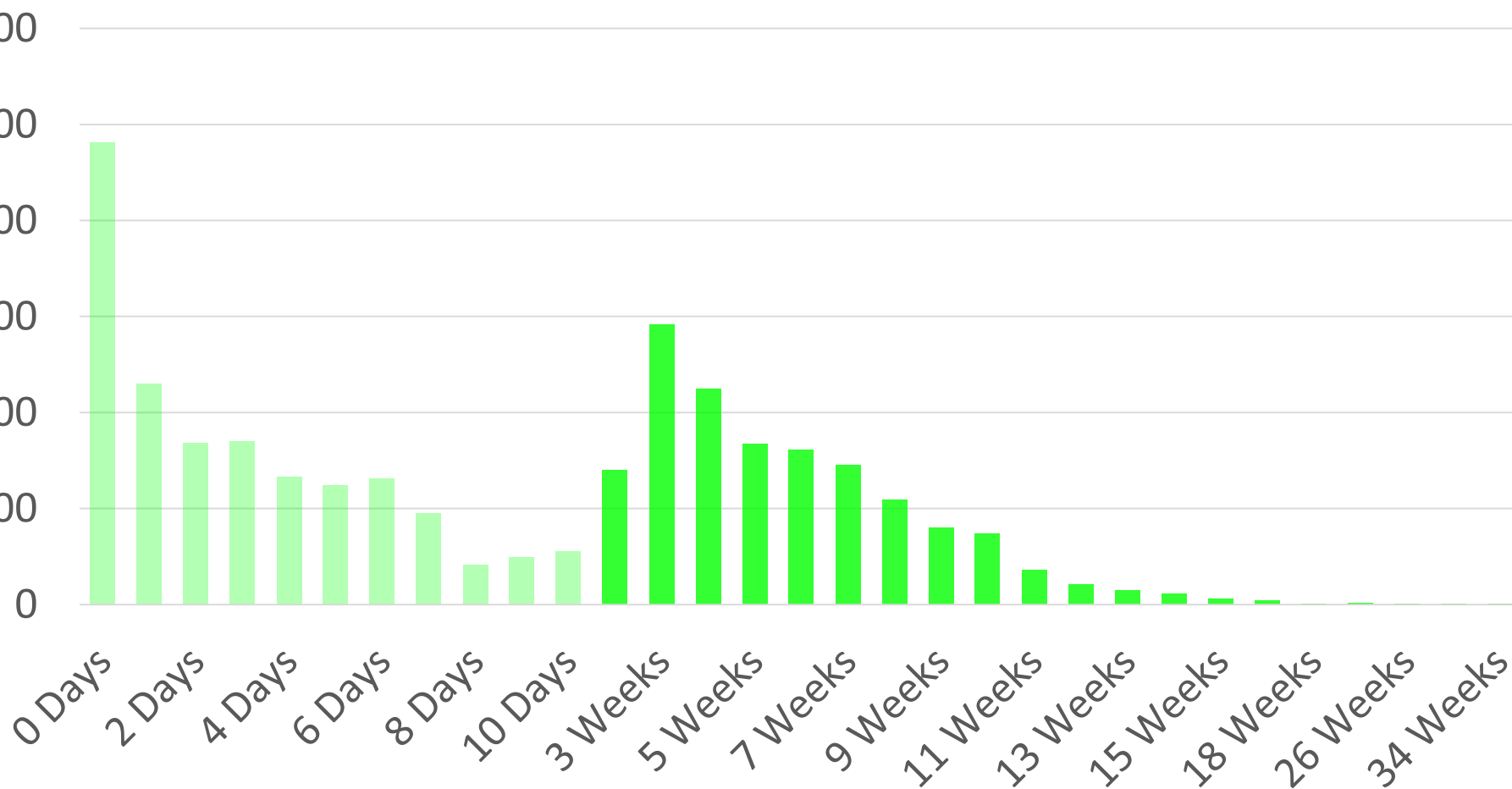
Age of Volunteers



Lead Time for Online Signup



How Quickly Services were Filled Online

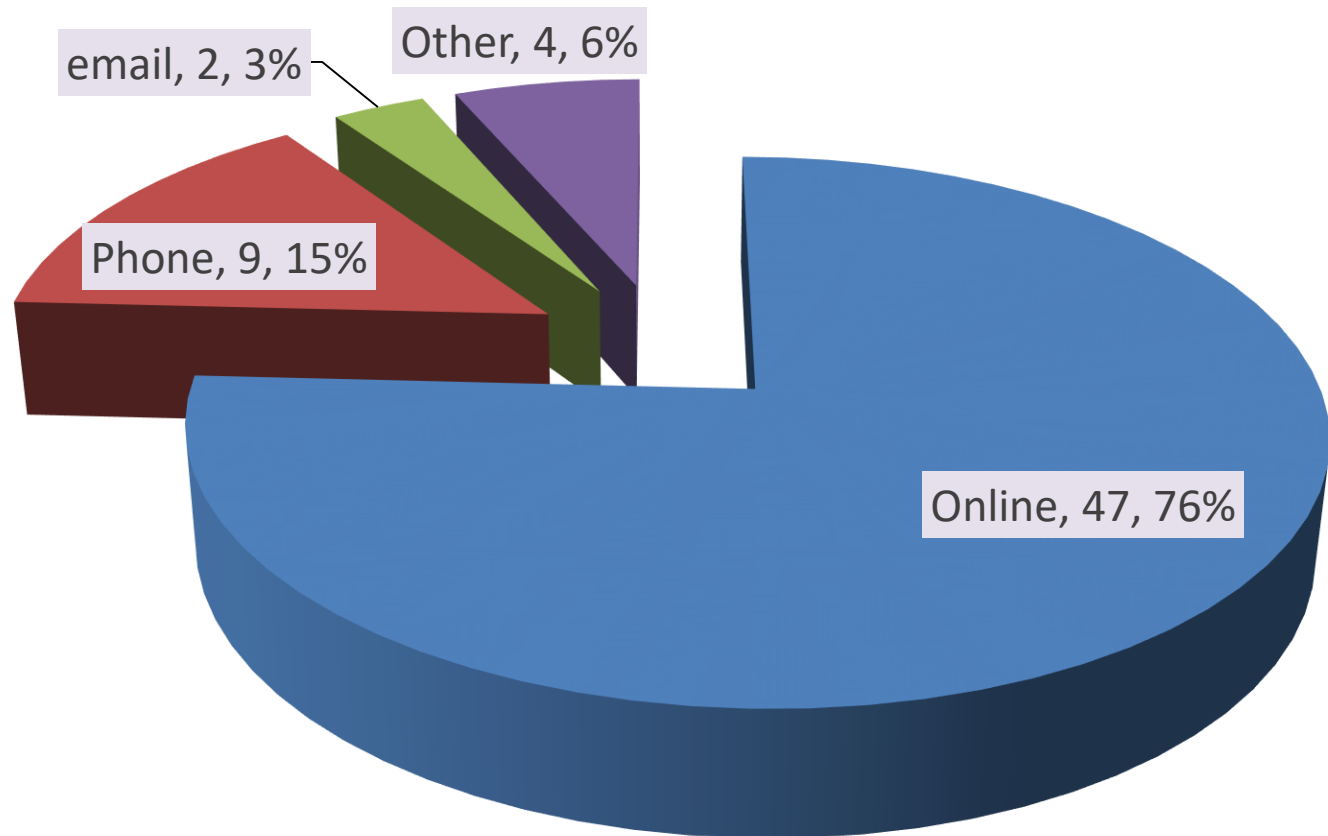


Contact Method for Signup

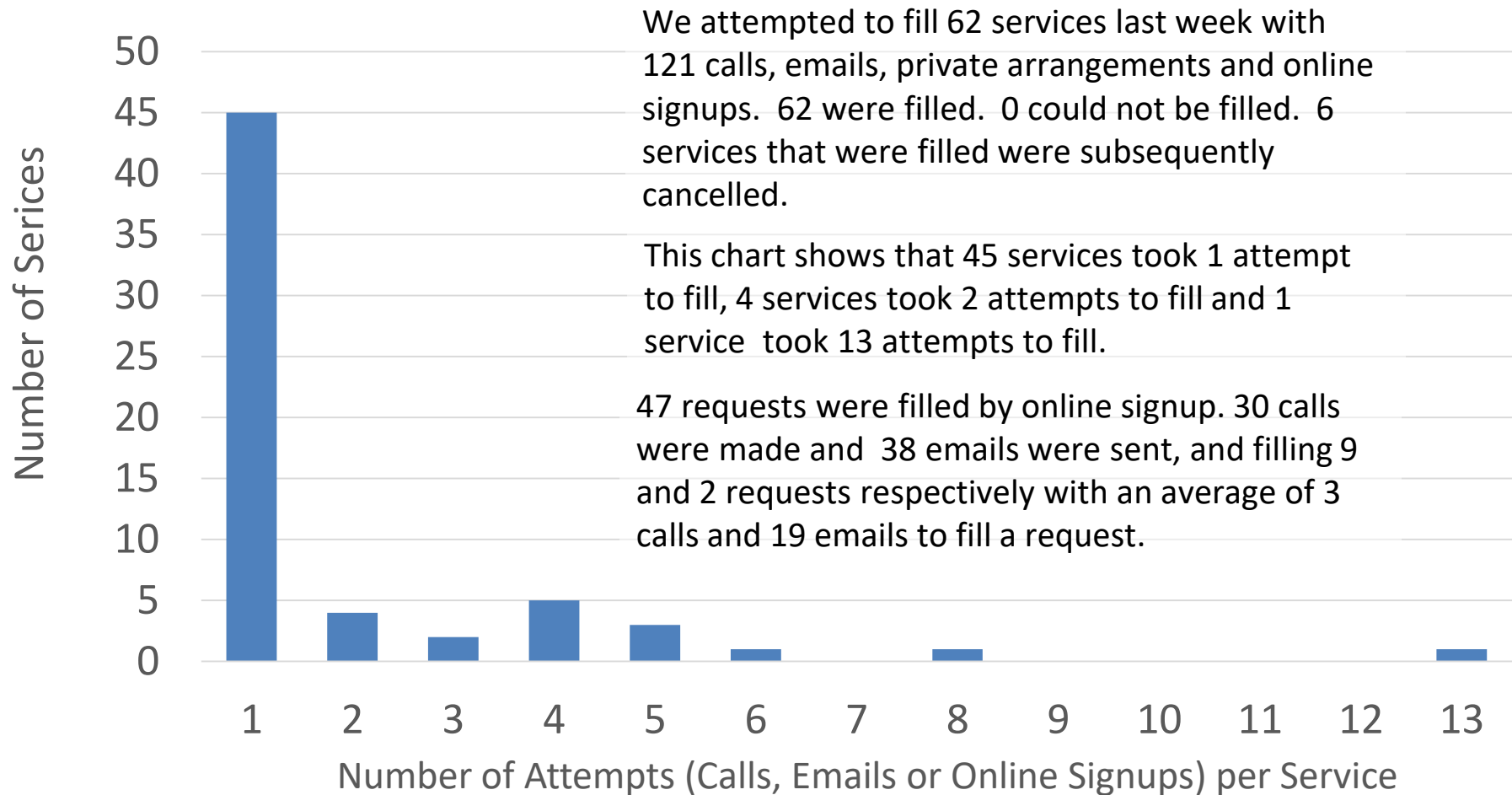
- We placed **30** phone calls to fill requests, and **9** services were filled with phone calls.
- We sent **38** emails to fill requests and **2** services were filled with emails.
- **4** were filled by members or volunteers calling the office to tell us of a private arrangement or having a standing arrangement.

How Volunteers Were Found

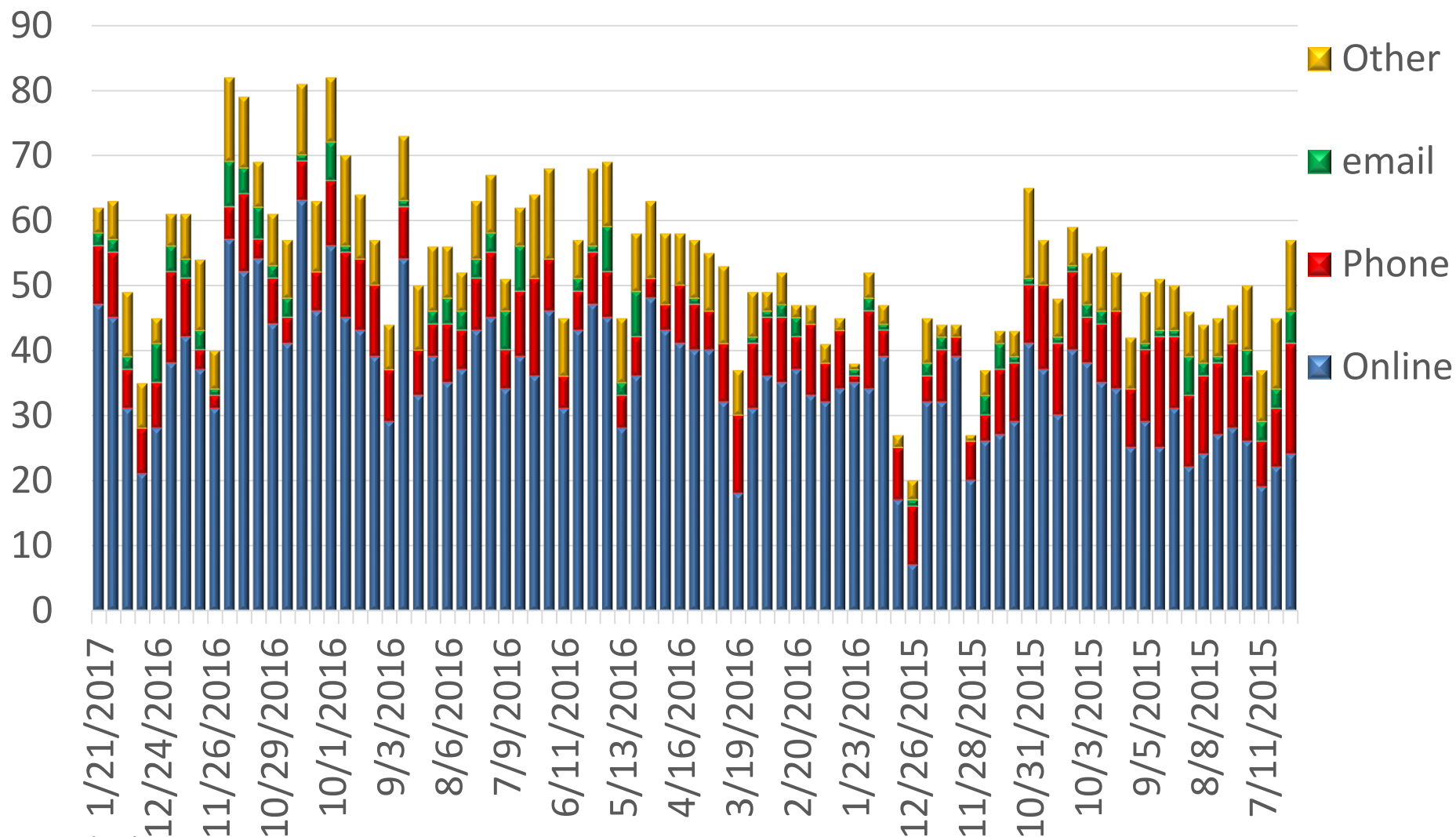
1/21/2017



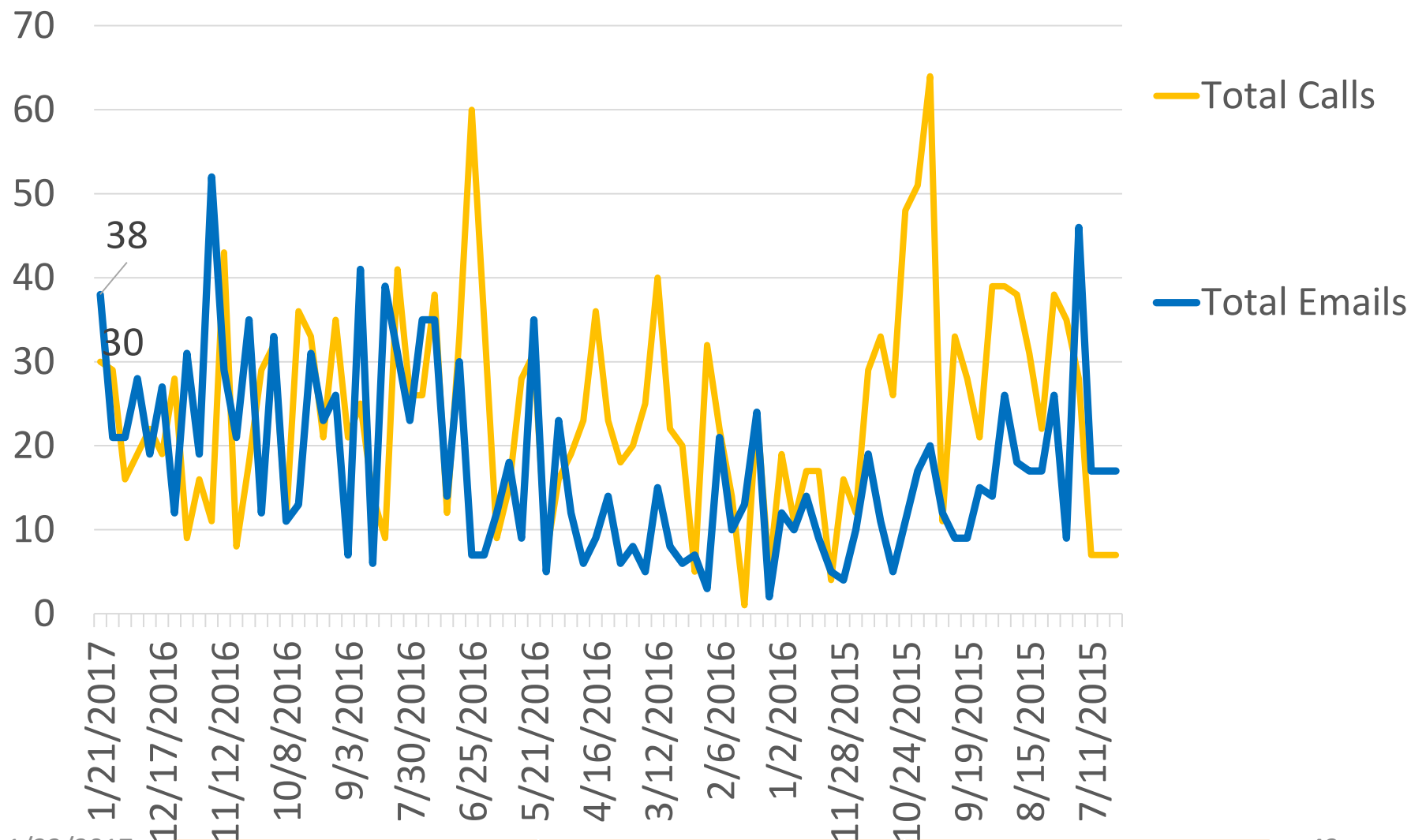
Number of Contacts to Fill This Week's Service



How Volunteers Who Filled Services Were Contacted



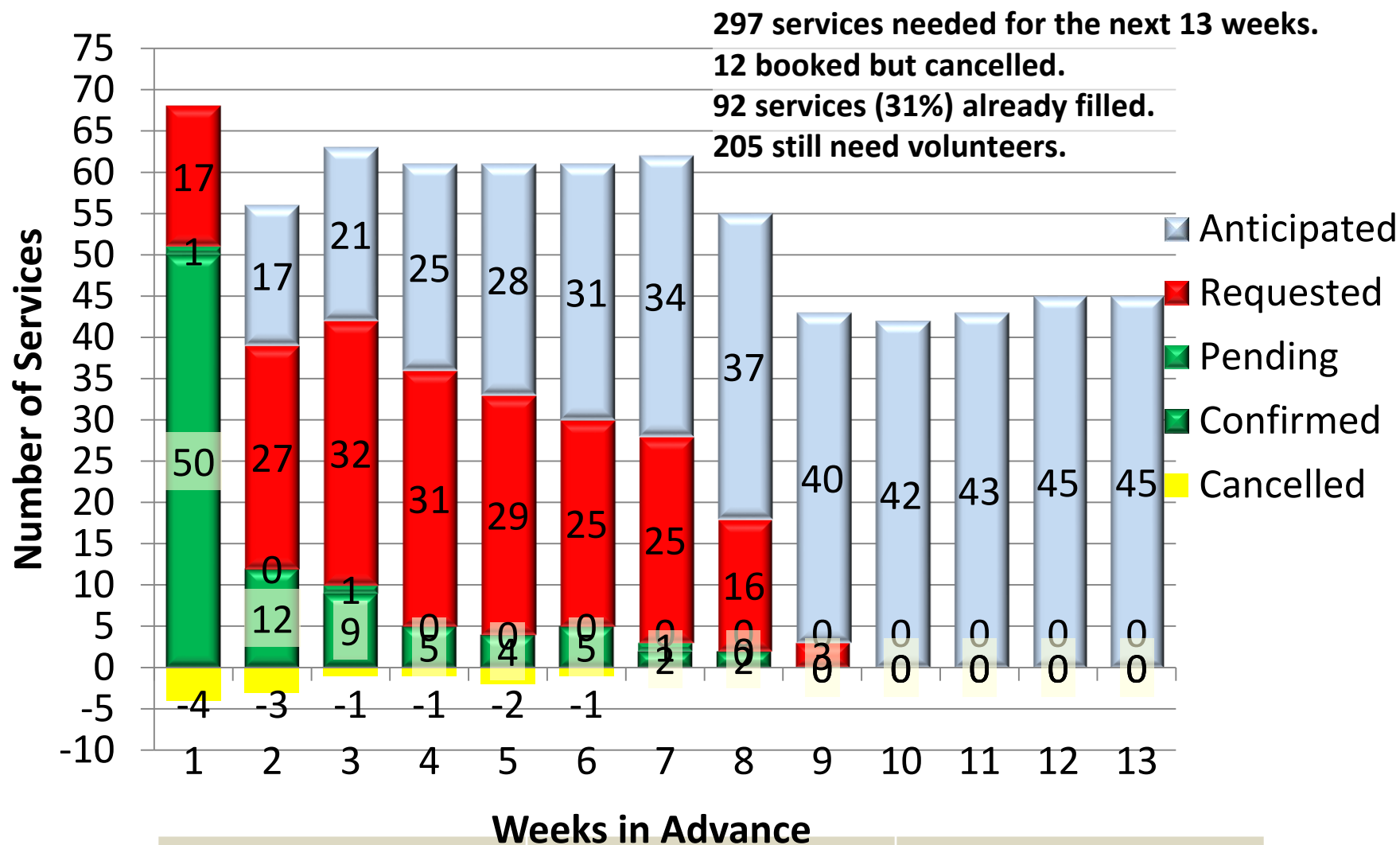
Total Calls and Emails



Looking forward

FUTURE SERVICES

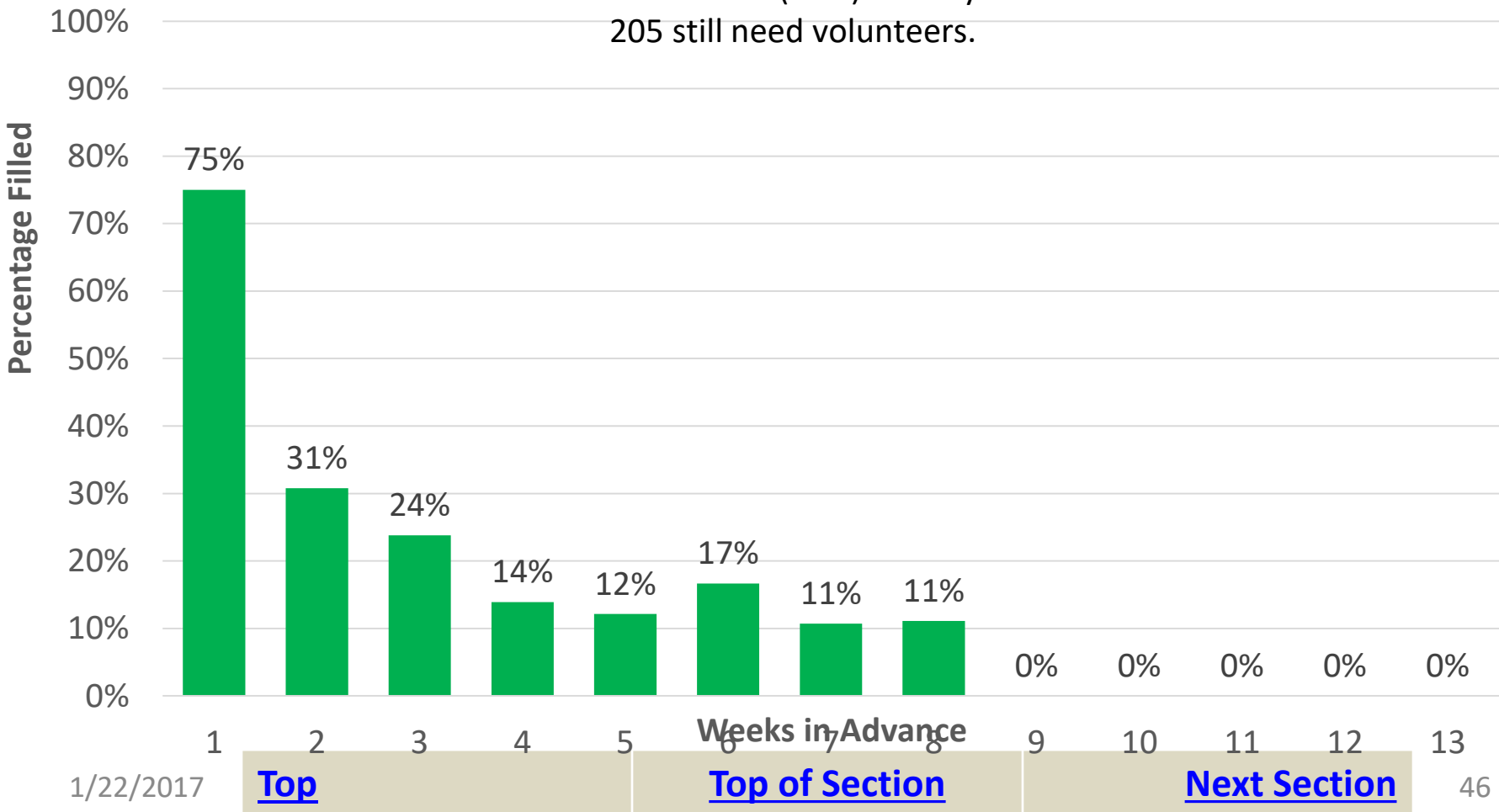
Service Requests on the Books



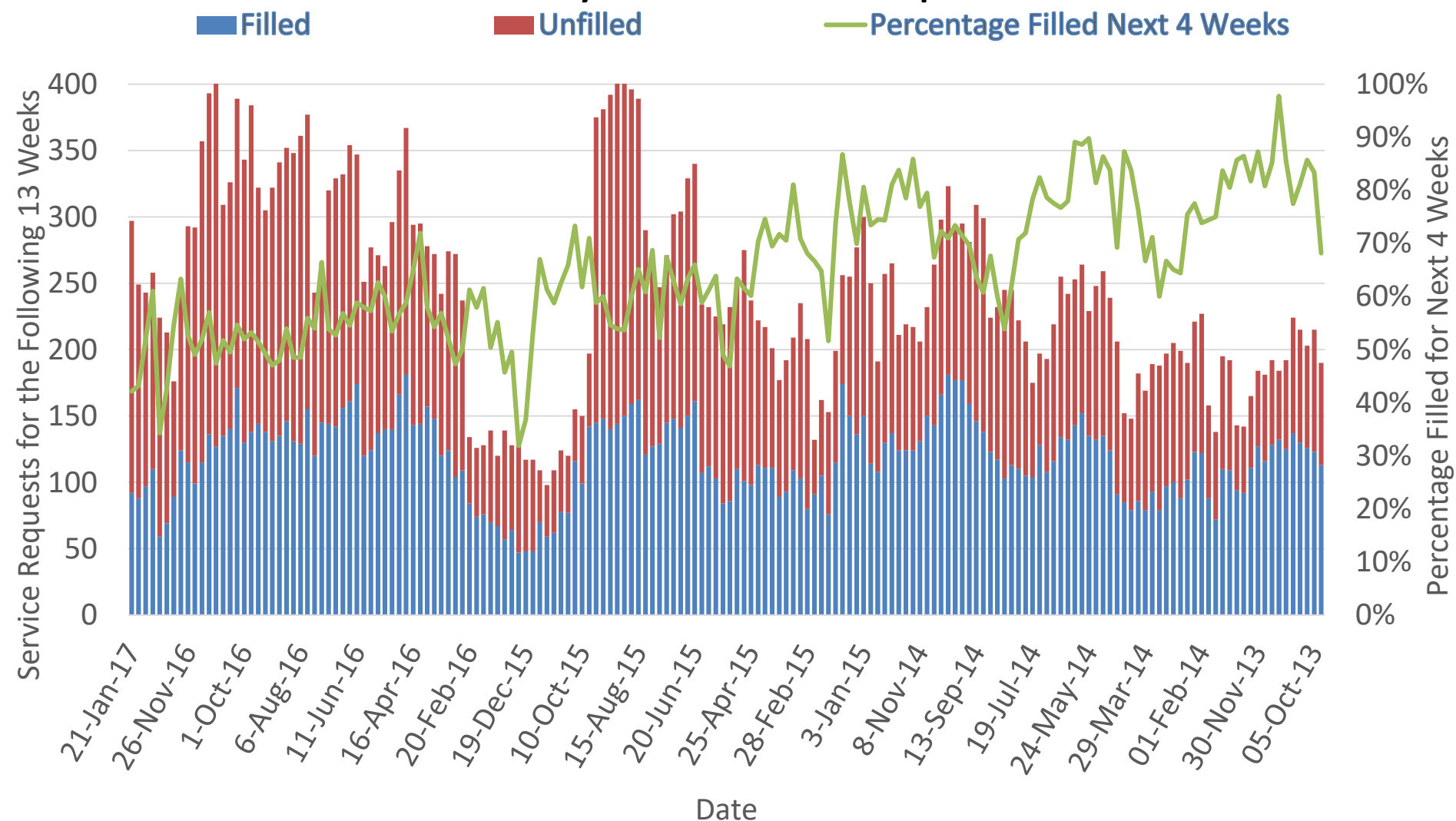


Percentage of Services for Next 13 Weeks Filled

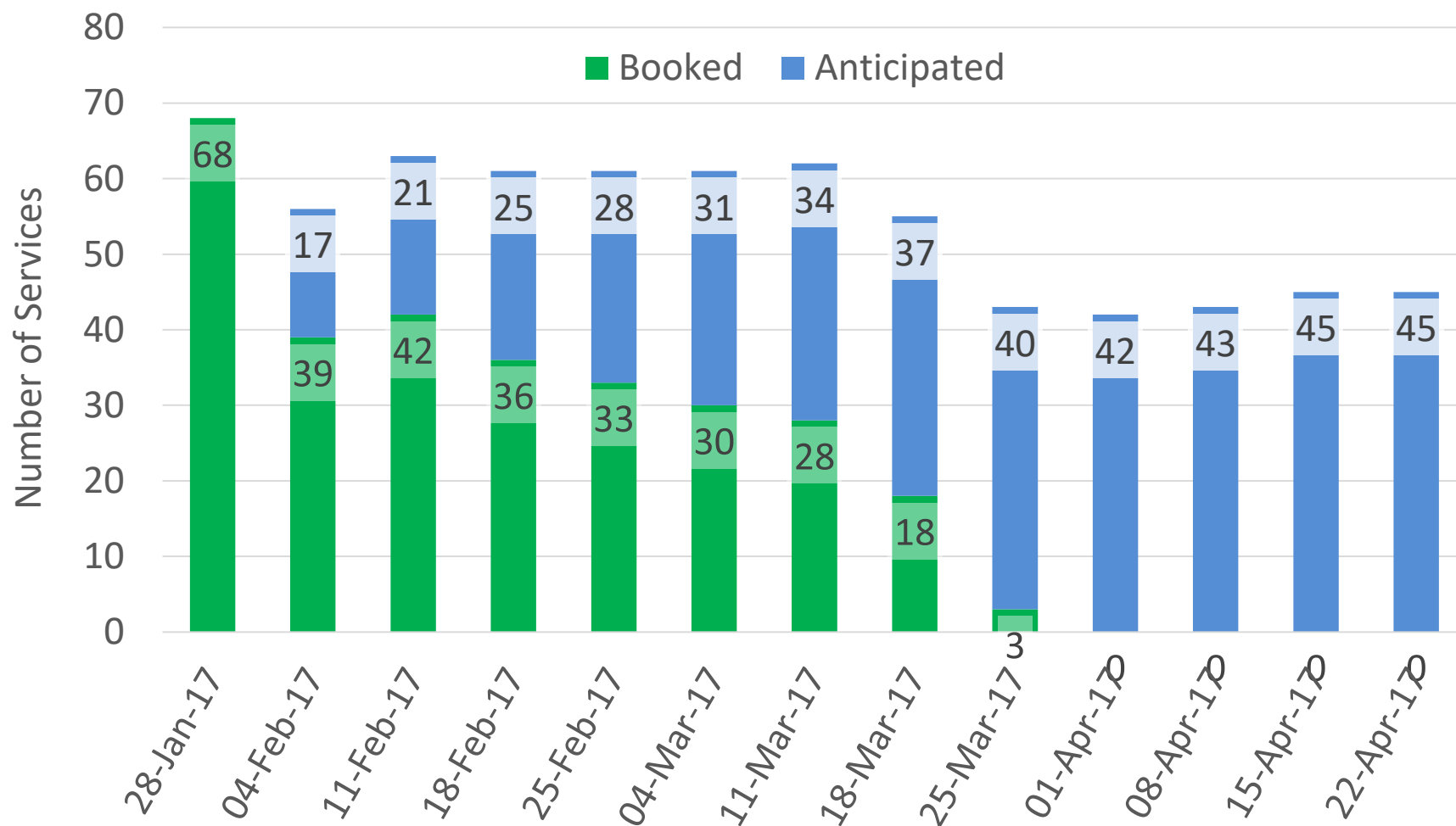
297 future services covering the next 13 weeks.
92 services (31%) already filled.
205 still need volunteers.



History of Future Requests



Projected Future Services



MEMBERSHIP

GROWTH RATES AND RENEWAL RATES

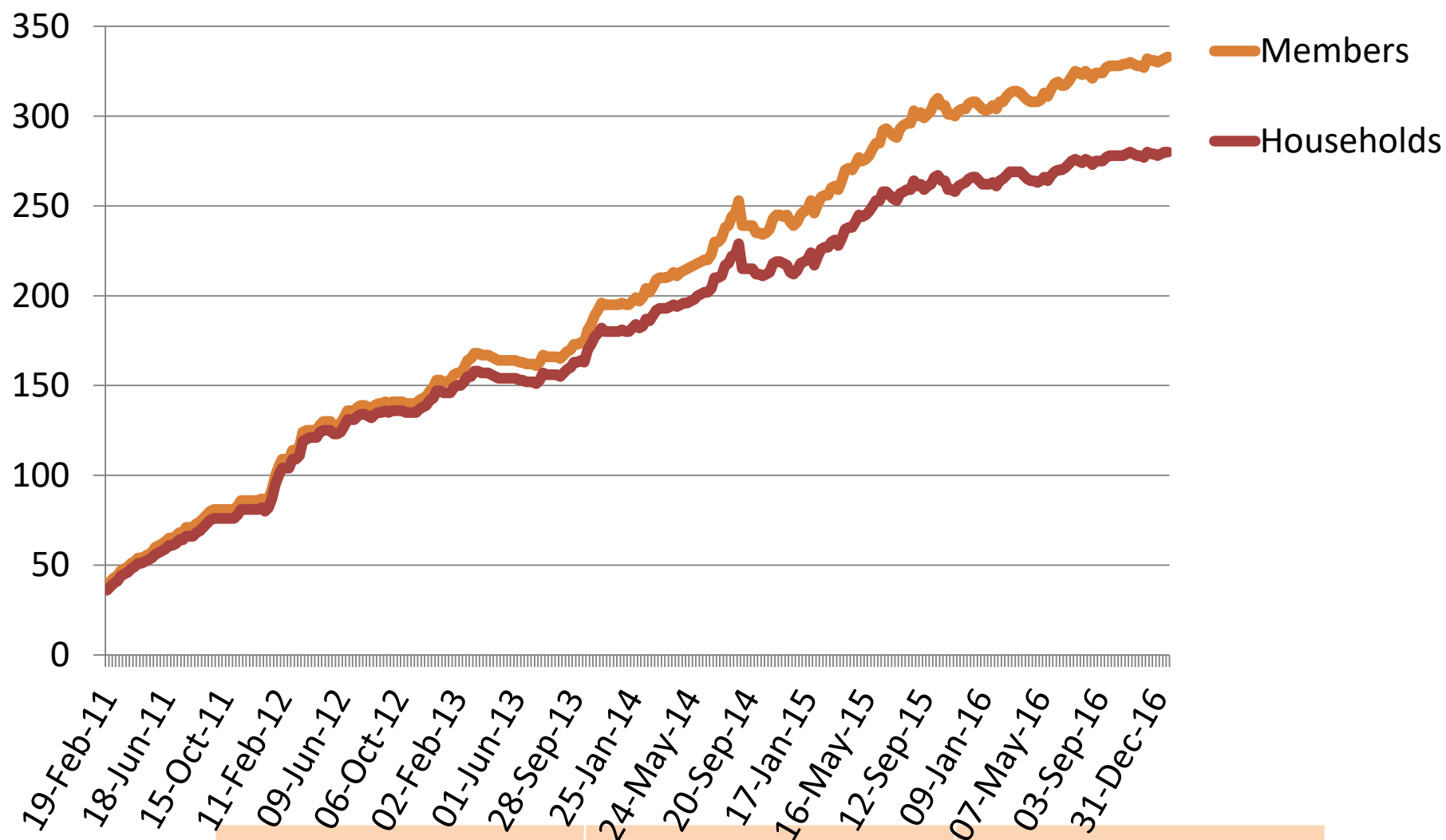
Growth Analysis

- We continue to be able to add new members, without significant effort to find them.
- While the total number of members keeps growing, the rate of growth is slowing down.
- Our net growth for the past year is very low (8%) and is approaching no net growth.
- Our renewal rate remains steady with about 75% renewing each year.

Growth Analysis

- Examining why members have not renewed in the last year shows that “not using services” has replaced dying or moving away as the main cause.
- This may be an indication that we are saturating our market.
- Alternately, these trends may reflect the lack of growth in active volunteers over the last two years, a trend that has only recently ended.
- **Conclusion: If the trend in increasing active volunteers continues, more effort to attract new members is warranted.**

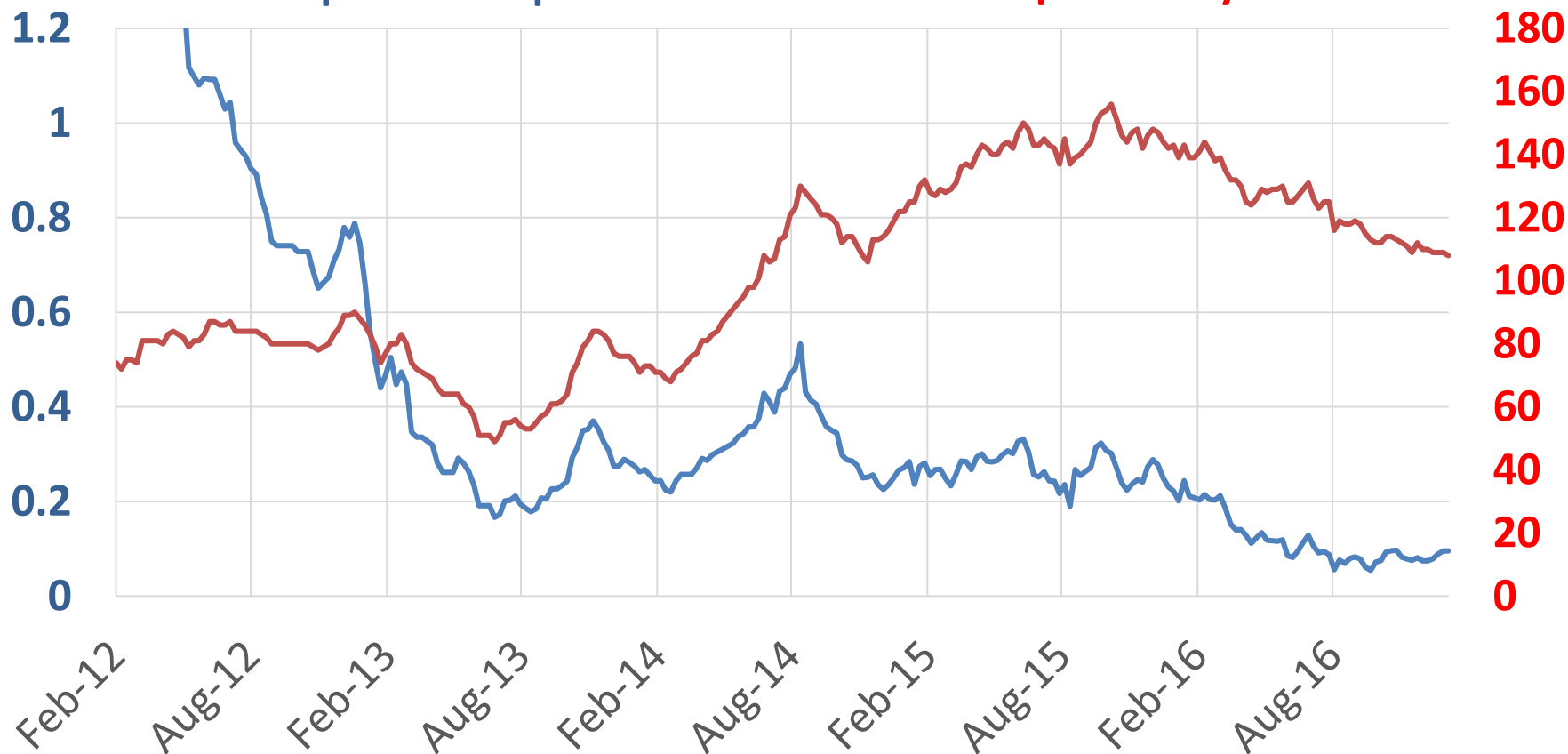
Growth Rates of Members and Memberships



Growth Rates

**Net Percentage increase in
membership over the previous**

**Number of new members added
in the previous year**



Renewal Rates



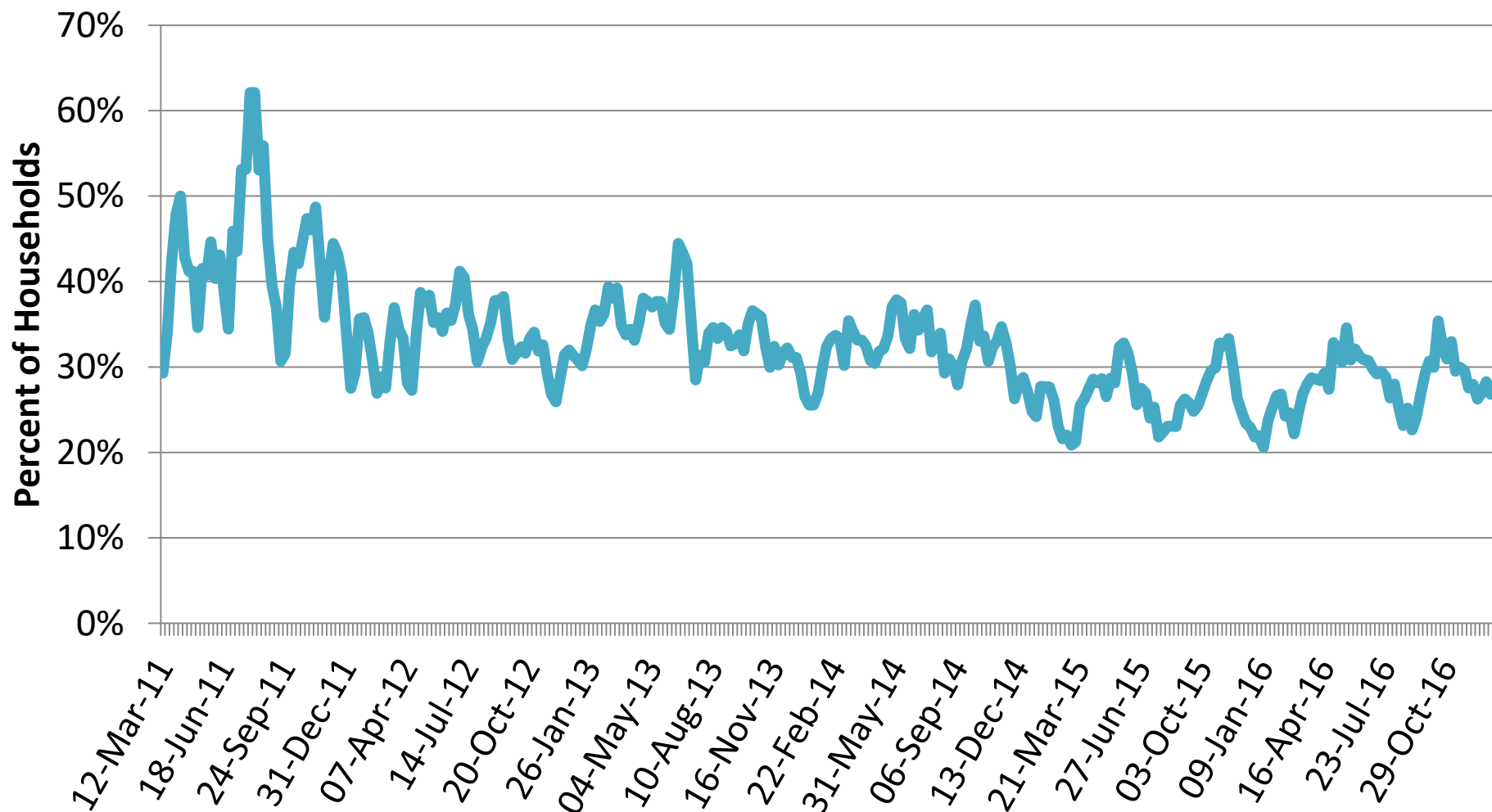
Why Members Quit

- Our renewal rate is about 75%.
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining membership without needing services, or dropping membership because they are not using services.
- **34** households that are currently members have not asked for any services in the last year, which bears this out.

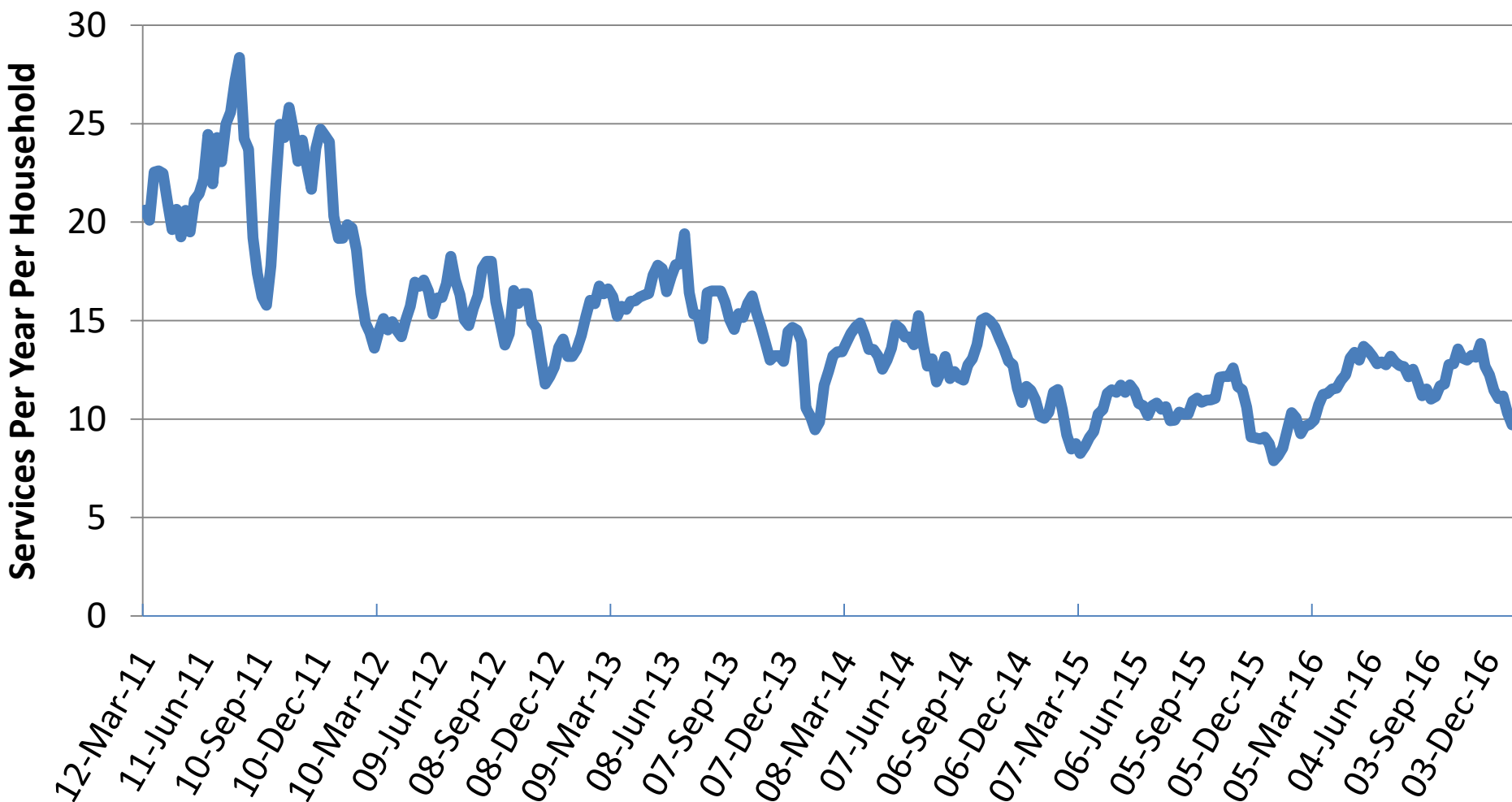
MEMBERSHIP

MEMBER BENEFITS

% of Households Receiving Services in Preceding Month



Annual Rate of Services per Household



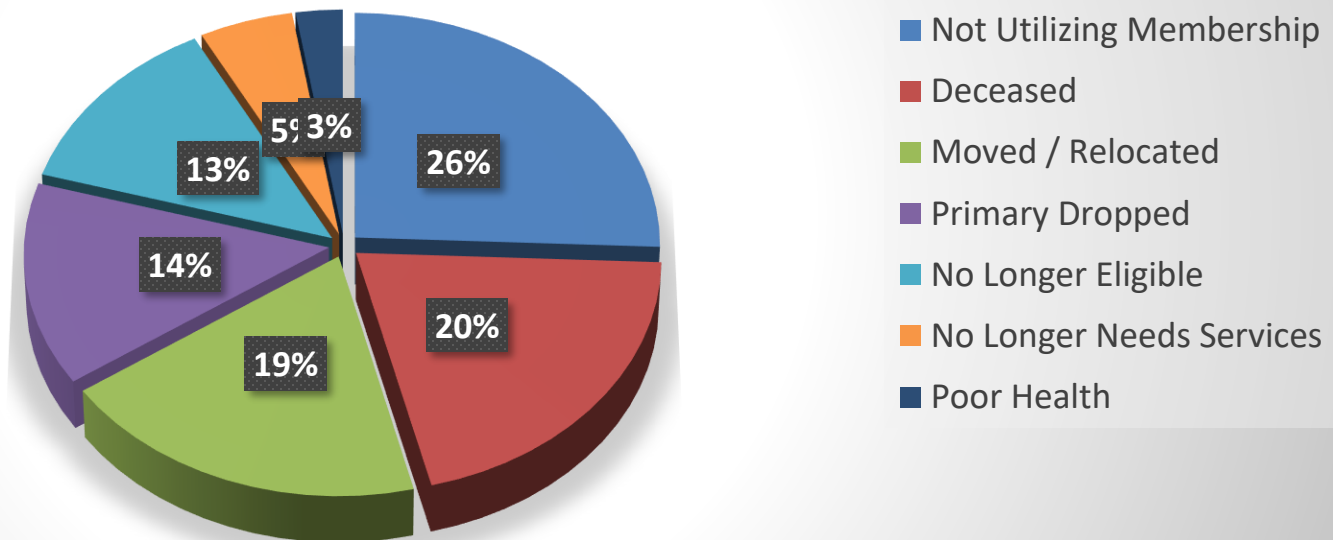
MEMBERSHIP

WHY MEMBERS QUIT

Why Members Quit in the Last Year

1/7/2017

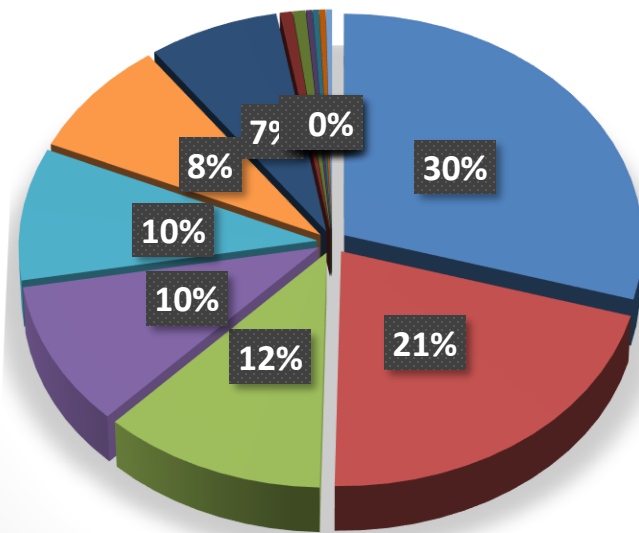
25% of those who have been members within the last year have dropped their membership.



Why Members Quit

1/7/2017

Since we began in February 2011, we have had a total of 620 members, 288 of whom (46%) have dropped their membership



- Deceased
- Moved / Relocated
- No Longer Needs Services
- Not Utilizing Membership
- No Longer Eligible
- Primary Dropped
- Quit / Resigned
- Unknown Reason
- Poor Health
- Upgrade/Downgrade
- Lapsed (Expired)
- Terminated, Other
- Changed His/Her Mind

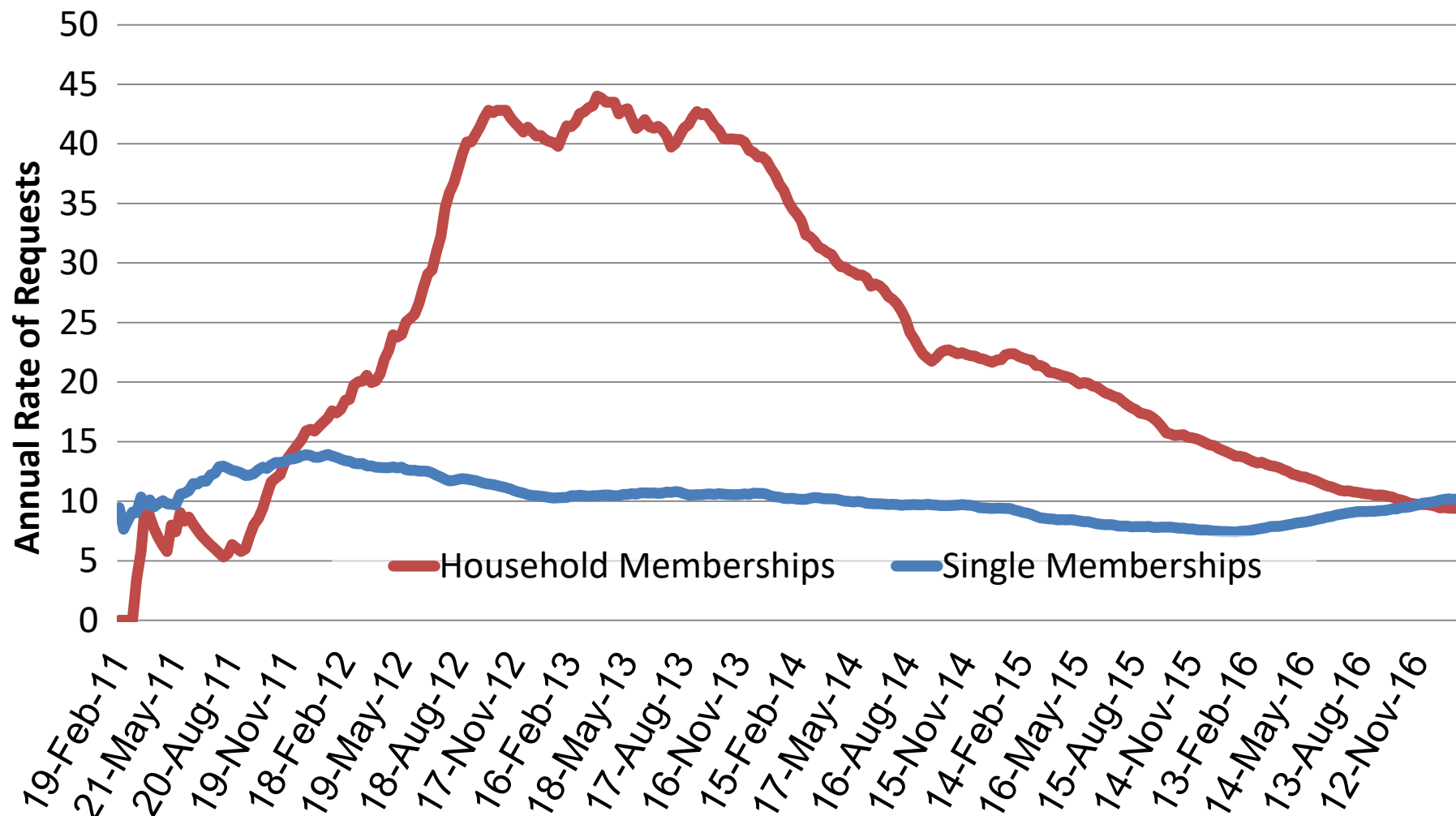
MEMBERSHIP

What are the Differences Between Single
And Household Memberships?

Comparison of Services Used by Single Memberships and Household Memberships

- Before we launched, we had heard from other villages that household members may use the same or fewer services than single members, and so should not have a higher fee.
- Initially households used about 20% fewer services than single households, then households used services at a much higher rate than singles, but now couples collectively use services at a slightly below than single members.
- Our rate is now \$75 for a single membership and \$95 for a household.

Single vs. Household Annual Use of Services

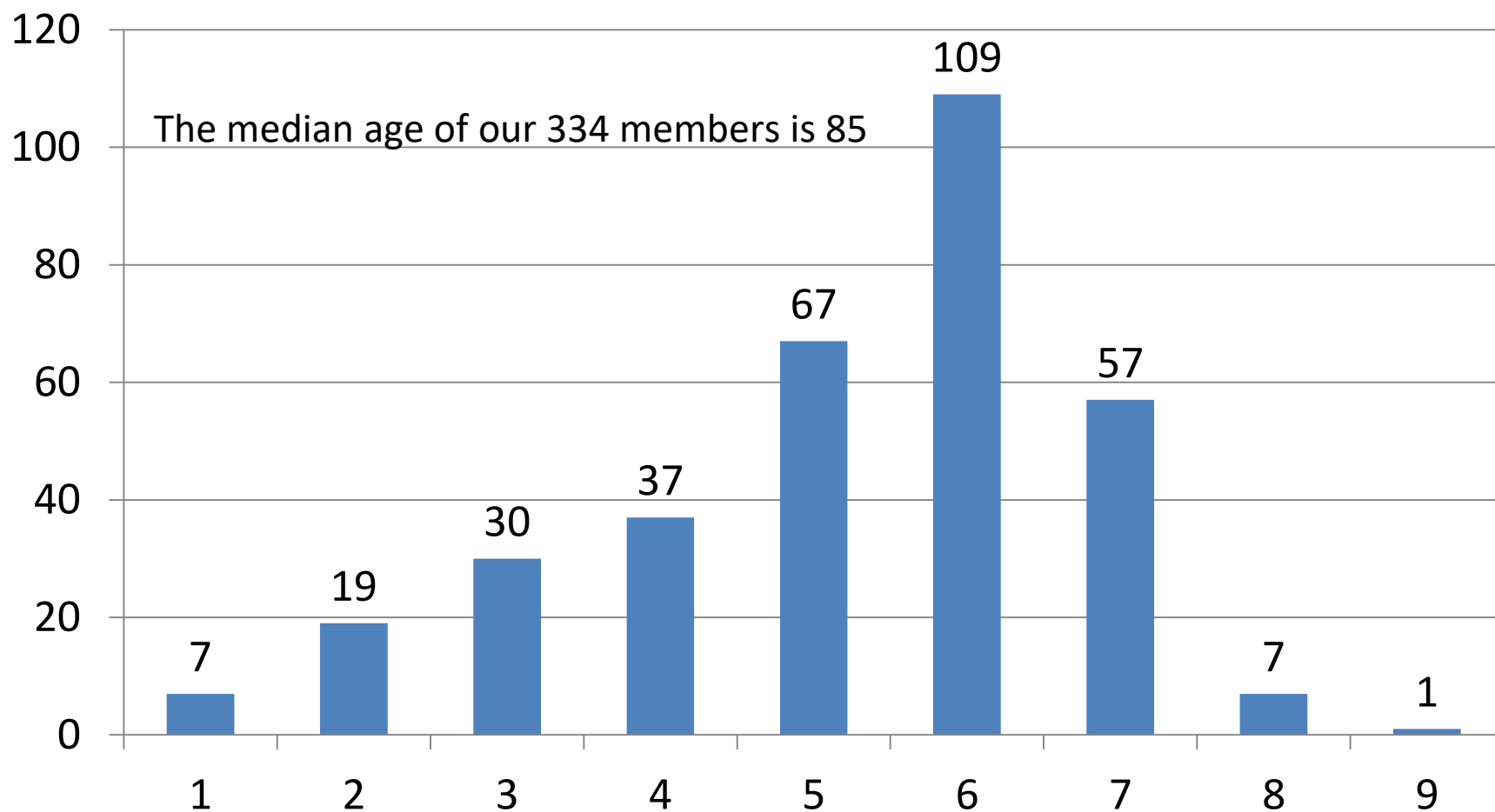


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

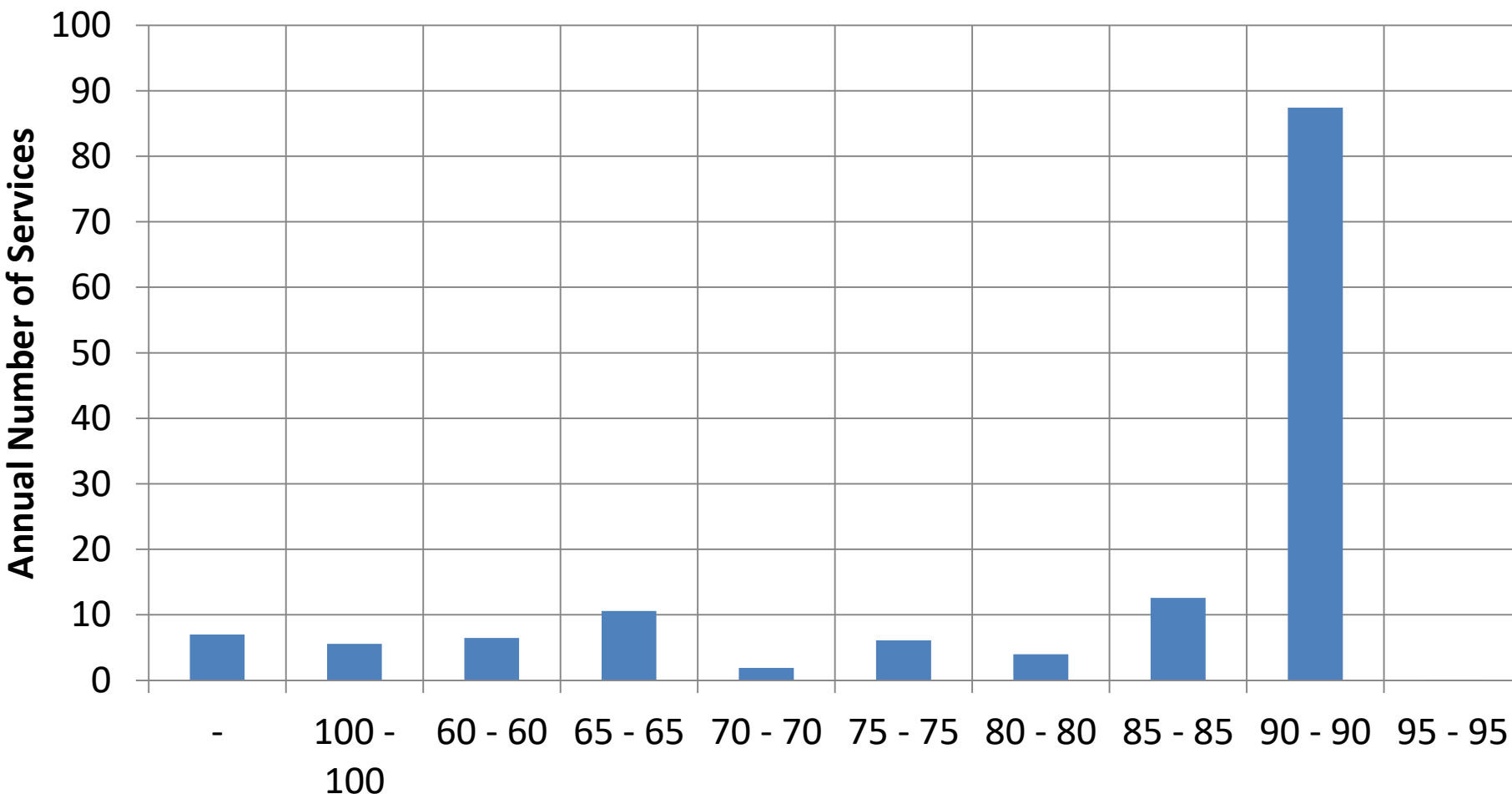
Analysis by Age Group

- The majority of our members are in their eighties. The median age is 85 years old.

Age of Members

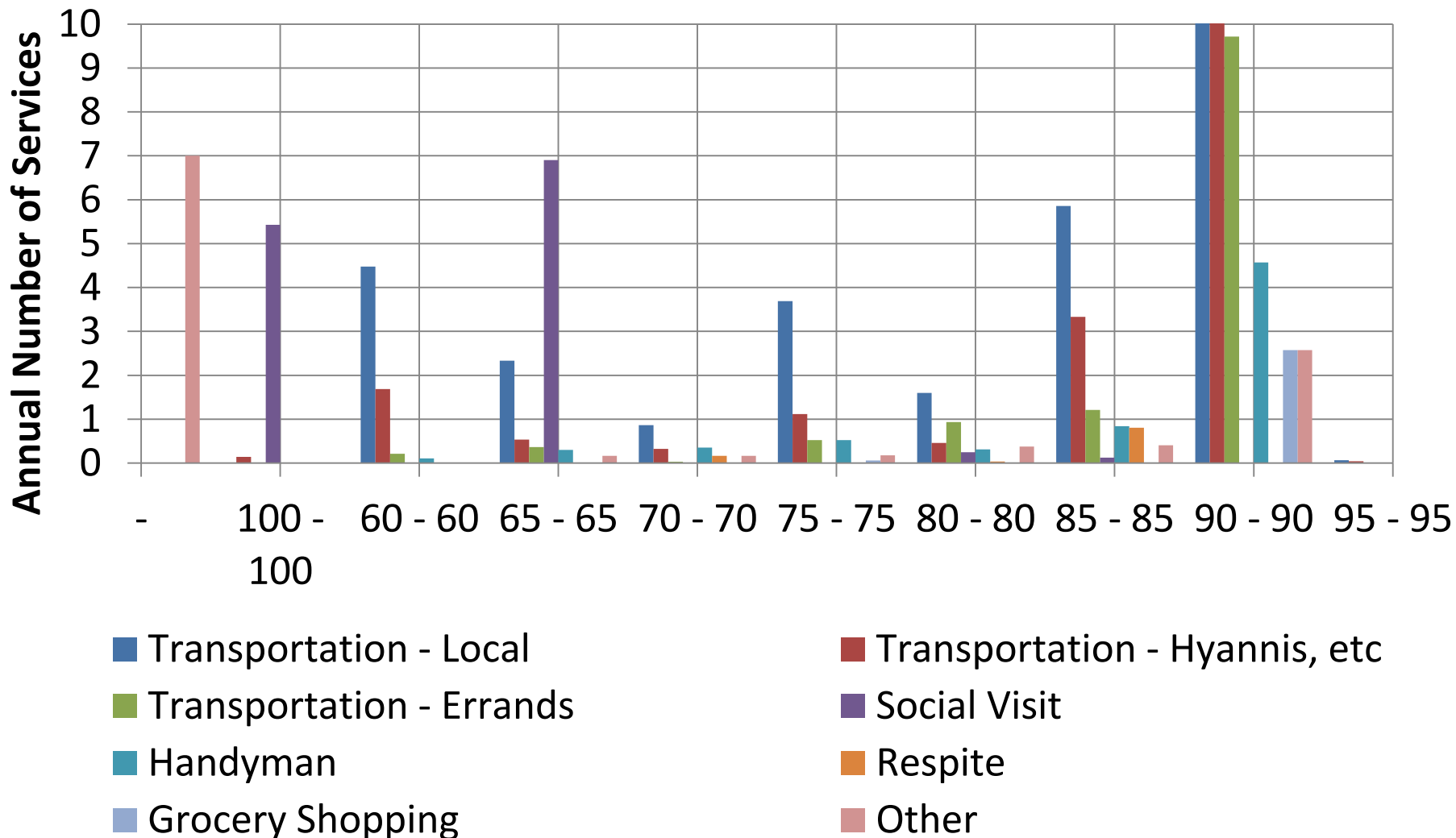


Annual Rate of Services by Age Range





Trends in Services

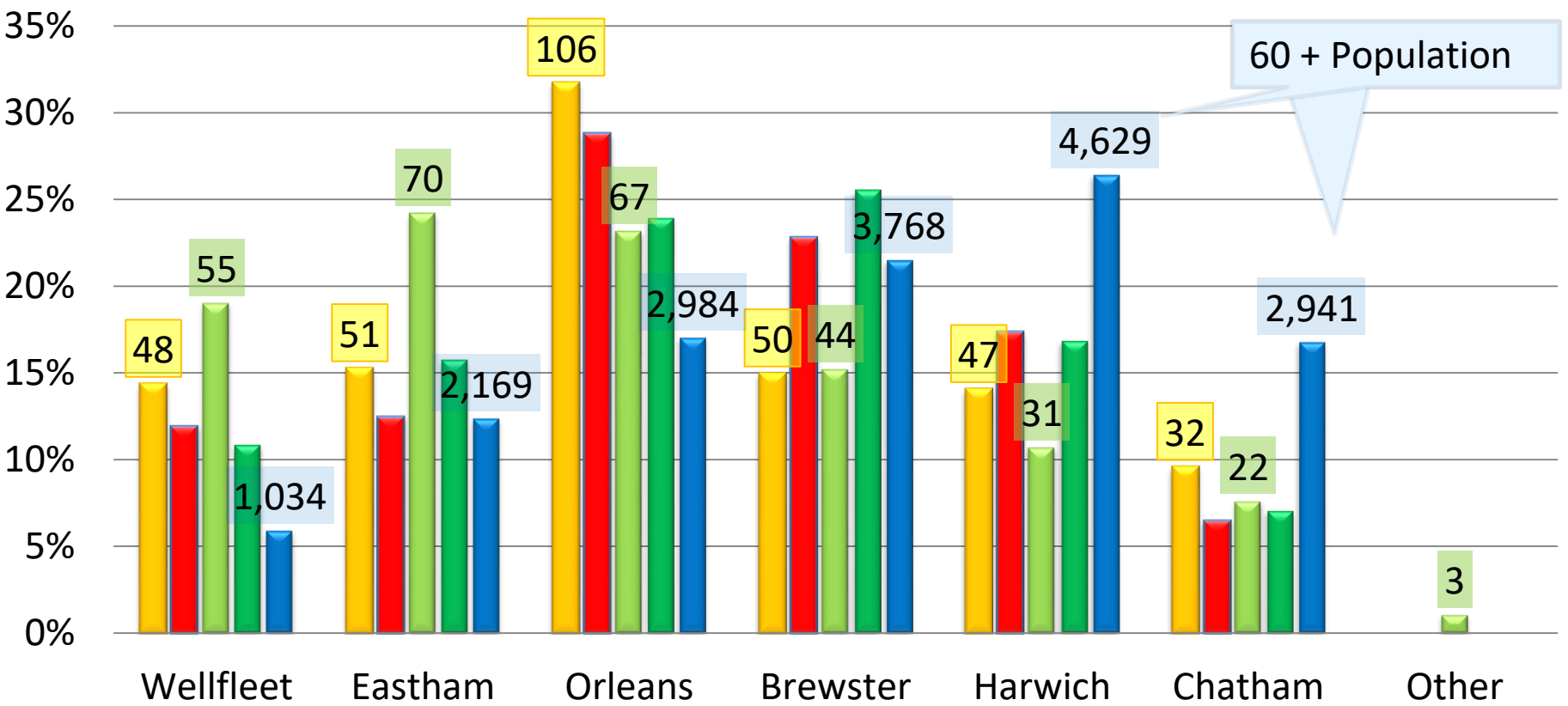


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?






Towns of Service Providers and Recipients

- The balance between volunteers and members is slightly **off in Orleans** and otherwise reasonably balanced in other towns.
- “Market penetration” highest in Wellfleet, fairly high in Orleans, and Eastham.
- For the last 4 weeks,
 - 60% of all services are performed by someone from the same town.
 - 92% of all services are performed by someone from the same or an adjacent town during the last four weeks.

Comparison of Towns (Last 4 Weeks)



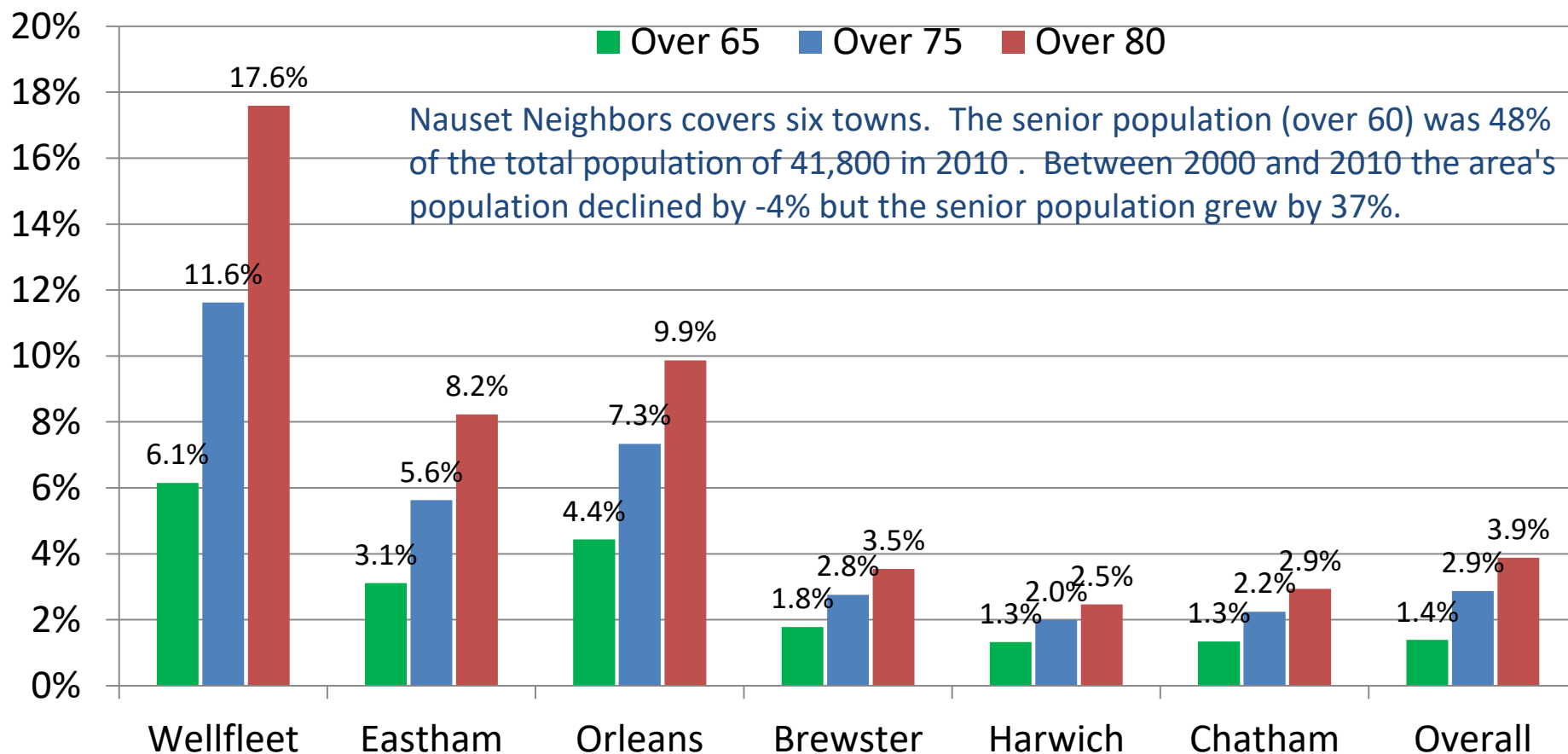
60 + Population

-  % of Members
-  % of Services Requested by Members from Town
-  % of Volunteers
-  % of Services Provided by Volunteers from Town
-  % of 6 town area's 60+ Population



Market Penetration by Town

Percent of Seniors who are Members



Towns of Service Providers & Recipients (Latest Year)

52% of services are provided by someone from the same town; 86% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	1222	136	299	29	44	3	1733
	Eastham	675	555	826	139	161	30	2386
	Orleans	30	117	1700	240	104	68	2259
	Brewster	20	75	624	587	469	31	1806
	Harwich	9	1	75	203	877	24	1189
	Chatham	1	2	54	17	102	130	306
	Other	6	0	9	8	9	0	32
Total Used		1963	886	3587	1223	1766	286	9711

Towns of Service Providers and Recipients (Last 4 Weeks)

61% of services are provided by someone from the same town. 89% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	9	4	1				14
	Eastham	2	12	6		2		22
	Orleans		2	26	1		2	31
	Brewster	1	2	14	19	3	1	40
	Harwich			1	8	21		30
	Chatham	1			2	4	4	11
	Other	0	0	0	0	0	0	0
	Total Used	13	20	48	30	30	7	148